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## THE MONTHLY NEWSLETTER FOR EMPLOYEE SERVICES AND RECREATION MANAGERS

January 1985 Vol.15 No.1

### TAX REFORM PLAN THREATENS EMPLOYEE BENEFITS

The recent tax reform plan initiated by the Treasury Department may have a great impact on employers and their employees, according to Nation's Business.

The plan recommends eliminating tax advantages of the increasingly popular 401(k) retirement savings programs and so-called cafeteria benefits programs that allow workers to tailor various types of coverage to individual needs, reports the U.S. Chamber of Commerce publication.

Child care benefits and services would be taxable to recipients under the Treasury plan, as would awards, education assistance and death benefits to surviving members of workers' families. Health insurance premiums that exceed \$175 for family coverage and \$70 for individuals would also be taxable income to the employee.

The plan is now being considered by President Reagan, who will make his recommendations to Congress. They will then vote on its approval.

### SURVEY REVEALS TRENDS IN EMPLOYEE SERVICES AND RECREATION

Employee services and recreation is a fast growing field, with over 20% of NESRA members realizing at least a 50% increase in employee participation in the last two years alone, according to the 1984 NESRA Biannual Survey.

This trend toward growth is witnessed by the high percentage of companies who plan to expand existing programs and build new facilities. About 25% of all member companies will be adding new service and recreation programs, and nearly 17% of NESRA members plan to construct new space for employee services and recreation within the next two years.

The survey, which was conducted by an independent research firm, Research USA, Inc., was designed to identify current trends in programming and administration within the field of employee services and recreation. Other findings include: employee services and recreation programs are relatively new, with about two-thirds of the members offering them for less than 15 years; over 80% of member programs are sponsored by the companies themselves; and softball, picnics and discount services are the most popular employee services and recreation programs today. More findings will be detailed in the upcoming issue of Employee Services Management.

NEW RESEARCH SHOWS  
EMPLOYEES WHO EXERCISE  
HAVE HIGHER JOB PERFORMANCE

Private corporations have allocated substantial sums of money in recent years to building staff health-and-fitness facilities. Although trends relating exercise to health and job performance have long been noted, there has been little documented relationship between exercise and overall measure of job performance.

But a recent study provides such hard-core data. "The Relationship of Job Performance to Exercise Adherence in a Corporate Fitness Program," published in the July issue of the Journal of Occupational Medicine, suggests that employees who exercise do better on the job.

The Tenneco Health and Fitness program, initiated in 1982, did a study on 3,231 white collar Houston-based employees to investigate the relationship between levels of adherence in a corporate fitness program and job performance.

The study population was divided into four job categories: management, professional, clerical and other, and five exercise adherence groups: nonmember, nonexerciser, less than 1/week, 1-2/week and more than 2/week. Job performance was rated according to an established supervisor's rating system, and personnel were assigned to three job-performance categories for analysis purposes: above average, average and poor.

The statistically significant results of the study showed that in this group of workers there is a positive association between above average job performance and exercise adherence. The authors -- E.J. Bernacki and W.B. Braun -- believe their findings suggest a positive, but probably non-causal, relationship between above average job performance and exercise adherence in a corporate fitness program.

Source: The Bulletin of Fitness Research, Association for Fitness in Business, 1312 Washington Boulevard, Stamford, CT 06902.

PROVIDING CHILD CARE  
CAN CUT EMPLOYEE  
TURNOVER

Providing child care can boost your employees' morale and decrease staff turnover, according to recent studies published in Retailing Today magazine. The studies report that more than half of the organizations initiating a child-care program show improved productivity, reduced absenteeism and better morale among their employees.

Another study shows nearly 40 percent of working women need child-care facilities and are willing to pay for the program.

Source: Association Management, American Society of Association Executives, 1575 Eye Street, N.W., Washington D.C. 20005.

FREE BROCHURES HELP  
WORKERS DEAL WITH  
HANDICAPPED EMPLOYEES

How much should I know about a coworker's disability? Is it impolite to ask? What if a disabled person has trouble doing his/her job? As a manager, what accommodations should I provide for handicapped employees? Will insurance rates increase because of disabled workers?

These are some of the concerns employers and coworkers have expressed in regards to handicapped employees. But with the help of two new companion brochures from the President's Committee on Employment of the Handicapped, supervisors and coworkers can be at ease in meeting and working with disabled employees.

"Supervising Handicapped Employees" and "Working With Handicapped Employees" are guides to effective communications and productive working relationships for worksites which include disabled employees. These brochures offer clear, concise guidance--not hard and fast rules--in dealing with these concerns.

Single copies of these two brochures are available free from the President's Committee on Employment of the Handicapped, Washington, DC 20210.

MANAGING A COMMITTEE:  
GETTING MEMBERS TO  
PARTICIPATE

Invariably at meetings some committee members will sit quietly while others attempt to dominate the situation. As the group leader, you can take several actions to equalize the situation and encourage everyone's participation:

- Notice when someone is making an effort to be heard and provide him or her with an adequate opportunity to contribute. You should be ready to call the group's attention to someone whose opinion has not yet been heard.
- Help the group understand the point of an individual's contribution. Be ready to restate or explain the thought if the person has not expressed himself or herself clearly.
- Keep the discussion on track. Digressions can sometimes be fruitful but only if you can relate them back to the main topic.
- Encourage members to talk to each other, rather than addressing all their comments to you.
- Show your acceptance of different opinions by displaying a noncritical attitude. Don't evaluate people's opinions.
- Encourage everyone to participate in discussion. Don't let one person monopolize the meeting, and don't rely only on people who are always articulate and eager to talk.

Source: Association Management's Leadership, American Society of Association Executives, 1575 Eye Street, N.W., Washington, D.C. 20005.

IN SEARCH OF EXCELLENCE:  
THE 1985 NESRA AWARDS  
PROGRAM

The 1985 NESRA Awards Program recognizes outstanding programs and promotions in the field of employee services and recreation. Winners need not boast of multi-million dollar ventures or facilities; rather, the judging committee looks at how employee services administrators use their imagination, creativity and resources to meet the needs of their workforce.

As in the past, NESRA will recognize excellence in overall employee programming with the NESRA/Eastwood Award, excellence in specific employee activities and events with Certificates of Excellence, and excellence in the areas of promotion and publicity with Promotional Awards. To provide greater incentive, companies can compete in four divisions based on company size for the Eastwood Award, and two categories -- companies that have full time paid staff and companies that have less than full time staff or volunteers running their programs -- for the Promotional Awards. Both small and large companies are encouraged to enter and gain the recognition they deserve.

A distinguished panel of leaders will select the 1985 Awards winners. They include:

- Bob Crunstedt, CESRA  
Awards Chairman  
NESRA Vice President of Member Services
- Betty Atchison, CESRA  
Secretary, NESRA Board of Directors
- Raymond Lapierre  
Region IV Senior Director
- Peggy Treder  
Region III Senior Director
- Brooks Vinson, CESRL  
Region VII Senior Director

To receive the 1985 Awards Program brochure and entry form, members should write to NESRA headquarters, 2400 S. Downing, Westchester, IL 60153. Entries must be postmarked no later than midnight, March 1, 1985. All winners will be announced at the 1985 NESRA Conference and Exhibit in Boston, May 1-5.

TOURNAMENT UPDATE

All NESRA members are reminded to send in their annual fishing contest company entry forms as soon as possible. Hurry - the deadline is January 31, 1985.

For more competition, look for information on the 1985 NESRA Photo Contest to be coming in the mail soon.



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## THE MONTHLY NEWSLETTER FOR EMPLOYEE SERVICES AND RECREATION MANAGERS

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February 1985 Vol.15 No.2

### GOVERNMENT UPDATE: TAXES MAY CRIPPLE EMPLOYEE BENEFIT PROGRAMS

There are very clear signs that employee benefits as we know them, especially health benefits, are on the verge of being crippled or exterminated by imminent taxation as Congress seeks ways to raise revenue, says Frederick D. Hunt, Jr., executive director of the Society of Professional Benefit Administrators in Washington, D.C. "There seems to be an overwhelming momentum to tax health coverage," he said at the International Foundation of Employee Benefit Plans' recent conference.

The most popular targets of those advocating the taxation are medical and life insurance, day care and educational assistance, reports Nation's Business. In addition, the Treasury Department's tax reform recommendations would eliminate favorable tax treatment for "cafeteria" plans that let employees tailor benefits to individual needs for 401(k) savings plans designed to supplement pensions.

Referred to as "one of the most controversial business issues of 1985," taxation of employees benefits is founded on an incorrect assumption, says Hunt. "They assume that if taxed, employers would continue to offer, and workers would continue to request/accept such health coverage. That is not true," he said.

Hunt says that faced with taxation, most healthy workers would rather have the cash and take their chances on getting sick. Lower-paid workers would also be apt to bail-out.

"Meanwhile, the employer's plan is now stuck with primarily those who expect to have high medical costs, and wouldn't dare forego coverage," he notes. Medical costs of the plan will then skyrocket, he adds, which in insurance parlance is known as "anti-selection."

Hunt asserts that anti-selection defeats the original purpose of the employer offering benefits: compassion and goodwill. "The net result," he says, "is that due to unbearable costs, administrative hassle, and the defeat of the purpose of offering benefits, most employers would simply stop providing coverage."

LATEST IN OFFICE DESIGN:  
TRANSFORMING OFFICE SPACE  
INTO PEOPLE SPACE

Improving your employees' attitudes can be as easy as giving them their own lights and allowing them a choice of chairs, according to Mary Knackstedt, an office design specialist.

It is not the light or the chairs themselves which make people work better, says Knackstedt in a recent article in Management World. The idea is to give employees some control over their work area, which in turn improves their attitudes. Employees are individuals and expect to be treated as such, she asserts. Consequently, employees who are allowed to express themselves through their choice of pictures or other personal work area objects will often do a better job for their company.

The increased use of computers is behind the move to make offices more people-oriented. Designers, Knackstedt says, have begun to realize that technology and people must be intelligently combined. For a copy of Management World's article on office design, send a self-addressed 37¢ stamped envelope to "Office Design," Administrative Management Society, 2360 Maryland Road, Willow Grove, PA 19090.

IT PAYS TO BE FIT,  
SAY INSURANCE COMPANIES

A growing number of state insurance commissions and health insurance companies are deciding that it pays to be fit, reports USA Today, by offering reduced rates to healthy peop—

"There's a genuine trend in the direction of discounts for people whose lifestyles are healthier," says Bob Hunter of the National Insurance Consumer Organization.

Following in the footsteps of life insurance companies—and leading the movement—is Texas, where the Employee Retirement System is considering a program to decrease insurance payments by 25 percent for the state's 100,000 employees and their spouses. To qualify, you must be a non-smoker, have low-blood pressure and not be overweight.

Texas' program has attracted the attention of other states:

- In Florida, a study committee will make recommendations to the legislature this spring on proposed "wellness incentives" for the state's 100,000 employees.
- In Nebraska, a task force studying employee benefit plans "will probably establish a wellness program within the next year," says Colleen Shanahan of the state's insurance commission.
- Blue Cross/Blue Shield in Roanoke, Virginia, is offering two discount group health insurance programs for non-smokers in small companies of up to 50 employees.

Source: USA Today, published by Gannet Co. Inc., P.O. Box 500, Washington, D.C. 20044.

~~GETTING~~ EMPLOYEES  
TO USE EAPs

Are your employees taking advantage of your company's employee assistance program (EAP)? If not, take another look at how they're being referred to the program.

Managers must know how to refer employees to EAPs to get them to use available counseling, notes a report in Supervisor's Memory Jogger, published by The Bureau of Business Practice. Among the dos and don'ts offered are the following:

- Don't play expert. Don't assume you know what your employee's problem is. Its cause is none of your business — only the problem's effect on job performance.
- Don't moralize. Confine your criticism to job performance.
- Don't be overly understanding. If the employee thinks you don't attach too much importance to the problem, he or she may put off seeking assistance.
- Do keep it confidential. Make sure the employee knows that neither you nor counselors will tell others about the problem.
- Do treat everyone equally. Help the employee all you can, but continue to treat the worker as just one of equals.
- Do remind the employee that its his or her decision to seek help. Suggesting counseling, and making arrangements for it, are all you can do.

Source: The Generalist, published by the Administrative Management Society, 2360 Maryland Road, Willow Grove, PA 19090.

TAKING NOTES

An important skill for success in business—taking good notes—has been largely ignored, asserts the Parker Pen Company. Almost everyone in the nation's workforce has to take notes at one time or another. But few have the skills to do so. To help repair the damage, Parker has prepared a leaflet, "Ten Tips To Successful Notetaking." Copies are free from the Public Affairs Department, Parker Pen Co., P.O. Box 5100, Janesville, WI 53547.

NEW BROCHURE GIVES  
NATIONAL PARK TRAVEL TIPS

With spring just a few thaws away, it's a good time to start thinking about camping vacations. For help on how to select park areas to visit, preparing for the weather, making reservations for lodging and recreation, and information on camping opportunities and how to rent recreation vehicles for park vacations, the Recreation Vehicle Industry Association has published a free brochure, "National Park Service Travel Tips."

Single copies are available by writing to the National Park Service, U.S. Department of the Interior, Office of Public Inquiries, 18th & C Streets, N.W., Washington, D.C. 20240.

NESRA 1984 REGIONAL GOLF  
TOURNAMENTS RESULTS

Region VII's 15th Annual Golf Tournament, coordinated by Bill Bruce, tournament director, and Bob Scallon, tournament chairman, attracted 318 participants September 1 and 2 at the McCormick Ranch Golf Club, the Palms and Pine Courses and the Mountain Shadows Country Club. Region VII winners and their net scores were as follows: Division A, Motorola I/C #1, 427; Division B, Hughes Fullerton #2, 409; Division C, Raytheon #3, 423 and Division D, JPL #4, 428. The low gross winner was P. Martin, Motorola, with a score of 147. Region VII's Ladies' Satellite Division winners included: Division A, Motorola #1, 337; Division B, Hughes #3, 356. The tournament's low gross winner was Bobbie Seese, Motorola, with a score of 138.

Pinehurst, North Carolina was the setting for the Region IV Golf Tournament, which was held October 5, 6 and 7 at the Pinehurst Country Club and was hosted by the Tennessee Eastman Recreation Club. The annual tournament attracted 190 participants. The Region IV winners and their net scores were as follows: 1st Flight, DuPont SRP, 468; 2nd Flight, DuPont SRP, 479; 3rd Flight, GM Inland, 510; 4th Flight, DuPont SRP, 529; 5th Flight, TEC, 546; and Women's, Doris Jackson and Idalee Low, 404. Low gross went to Jim White, DuPont SRP, with a score of 147. Jim Victor of Lockheed won low net with a score of 131, and Liz Mechtly of Lockheed won Women's low net with a score of 149.

CHAPTER EXCHANGE:  
SAN DIEGO IRC HOLDS  
RUN FOR LIBERTY

The San Diego Industrial Recreation Council held a "Run For Liberty" on October 28, 1984, the 98th anniversary of the dedication of the Statue of Liberty. Forty NESRA chapter members participated in the event, which raised \$20,000 to help restore America's symbol of freedom.

Olympic gold-medal marathon winner Carl Lopes participated in the "Run," as well as 150 runners from the various companies. Other highlights of the day included local TV coverage and a 27-foot balloon of the Statue of Liberty. Plans for next year's run are already being made.

"In addition to raising money for a worthy cause," says Ross Climo, employee relations administrator at Bendix-Energy Controls and coordinator of the event, "our chapter 'Run For Liberty' showed newer members what goes into organizing an event and gave chapter representatives hands-on experience in working together."

With spring and company picnics only a few months away, now is the time to start planning your event. Employee services managers or chapters interested in the Run For Liberty program should call Dr. Richard M. Brown, program coordinator, collect at (215) 967-6134. For tips on organizing a chapter run, contact Ross Climo at 619/453-5171.

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Beginning with this issue of Keynotes, the NESRA news page will feature a "Chapter Exchange" each month. If your chapter is doing something you'd like to share, or if you have a topic you'd like to see addressed, please contact June Cramer, director of communications, 2400 S. Downing, Westchester, IL 60153, (312) 562-8130.





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## THE MONTHLY NEWSLETTER FOR EMPLOYEE SERVICES AND RECREATION MANAGERS

March 1985 Vol. 15, No. 3

### SURVEY REVEALS TRENDS IN EMPLOYEE BENEFITS

Driven by pressures for cost containment and greater responsiveness to employee needs, benefit programs have changed dramatically in the past few years. So reveals a recent survey by Hewitt Associates on employee benefits over the past six years. Results show the most significant changes occurred during the last two years, particularly among medical and retirement benefits.

#### Key findings include:

- Growth in the number of 401(k) plans has continued at a fast pace. In 1982, less than 2% of companies provided such plans, but by 1984, nearly three-quarters of the survey companies permitted 401(k) salary reduction contributions.
- By 1984, medical plans with front-end deductibles outnumbered "first-dollar" medical benefits for the first time. The movement appears to be toward deductibles of \$150 or more.
- Cost-sharing of hospital charges has continued to rise significantly.
- Employers are beginning efforts to encourage employees to become wiser health care consumers.
- Although the rate of growth slowed, dental plan prevalence increased through 1984.
- While the rate of growth has leveled, the vast majority of companies continue medical coverage for retirees after age 65.
- Retirement security held ground as a top benefit priority.

### KEEP EMPLOYEES FIT ON THE ROAD WITH NESRA'S TRAVELER'S FITNESS/HEALTH DIRECTORY

Because your company's fitness program shouldn't come to a halt when employees travel, NESRA has published The Traveler's Fitness/Health Directory, a complete pocket-sized guide of where to stay fit for the corporate traveler. The only one of its kind in print, this handbook lists hotels with running tracks, exercise classes, tennis and racquetball courts, pools, saunas, golf courses and other fitness facilities in 35 major U.S. cities. Order now (a form is enclosed with this month's Keynotes) and help your employees stay healthy while on the road. Chapters can sell copies as a fundraiser. For more details, contact NESRA headquarters.

WHAT THE 100 BEST  
COMPANIES TO WORK  
FOR HAVE IN COMMON

Milton Moskowitz, author of The 100 Best Companies to Work for in America and speaker at a recent conference sponsored by the Naisbitt Group, says that the best companies have many traits in common. Among the common denominators is that they:

- Make people feel part of the team or "family."
- Promote from within where possible.
- Allow employees to share in profits.
- Don't lay off people unless they first look at other alternatives.
- Don't distinguish between rank — no special dining rooms, etc.
- Offer super benefits.

What sets the very best companies apart from the others is the number of times employees say "This is a great place to work," reports Moskowitz.

Source: The Generalist, published by the Administrative Management Society, 2360 Maryland Road, Willow Grove, PA 19090.

RX FOR HEALTH: PETS?

How much is that doggie in the window? It's worth a lot more than you may think, according to a recent article in Your Health & Fitness.

Having a pet was the strongest social predictor of survival for coronary patients, found a study by a University of Pennsylvania psychiatrist. Where only two-thirds of the non-pet owners survived the first year of the study, a whopping 94 percent of the animal owners were still living.

The same doctors also discovered that animals can sometimes keep their owners from becoming sick in the first place. Experiments revealed that a person's blood pressure stays level or decreases when interacting with a pet.

Why do pets seem to have this magic touch, an ability to heal that many doctors would envy? Perhaps Josh Billings summed it up best when he said that a dog is "The only thing on this earth that loves you more than he loves himself."

Source: Your Health & Fitness, published by Curriculum Innovations, Inc., 3500 Western Avenue, Highland Park, Illinois 60035.

1985 **NESRA**

# CONFERENCE REGISTRATION

## DATA

Name (Print) \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone (      ) \_\_\_\_\_ Number of Employees \_\_\_\_\_  
Status: CESRA      CESRL      New Member (Since 6/1/1984)  
Number of previous national conferences attended \_\_\_\_\_  
Names of others in your party \_\_\_\_\_

for cross reference—submit separate registration forms

Expected date of arrival \_\_\_\_\_ Departure \_\_\_\_\_

## PLEASE FILL IN AS YOU WOULD LIKE YOUR BADGE TO APPEAR

Common First Name \_\_\_\_\_  
Full name \_\_\_\_\_  
Organization \_\_\_\_\_  
City, State \_\_\_\_\_

## Registration Packages

### —IMPORTANT— CIRCLE YOUR CATEGORY

*(Fee includes group meals and social functions)*

	Prior to April 15, 1985	After April 15, 1985
Delegate—NESRA member .....	\$205.00	\$220.00
Non-member delegate .....	\$225.00	\$240.00
Associate Members not exhibiting .....	\$325.00	\$350.00
Commercial attendees not exhibiting .....	\$400.00	\$425.00
Spouses .....	\$105.00	\$115.00
Student Attendees .....	\$100.00	\$115.00
Retirees .....	\$ 75.00	\$ 75.00

Please include your check payable to National Employee Services & Recreation Association. Advanced registration cannot be accepted without full payment in advance.

Mail checks and registration to: NESRA, 2400 South Downing, Westchester, IL 60153

Cancellation... Full registration will be refunded if cancellation is received postmarked no later than April 20, 1985. After this date full refund cannot be guaranteed. No refunds will be made unless request is filed before June 10, 1985.

Hotel reservation information will be sent to you  
upon receipt of your conference registration.

"STRETCH BREAKS:" THE  
LATEST TREND IN EMPLOYEE  
WELLNESS

What's the latest corporate cure for the midday blahs? Five-minute stretch breaks.

Each day 1:30 sharp, for example, an instructor at American Honda Corporation begins her rounds. Clad in dolphin shorts and leg warmers and toting a portable stereo, the instructor travels from office to office. Each stretch break lasts from 3 to 5 minutes and consists primarily of deep breathing, neck, shoulder, and back stretches.

"In many cases, afternoon slumps can be cured with a few minutes of exercise," says Babe Mirkin, M.D. Stretching activity speeds up circulation and perks up fatigued employees, often due to continuous exposure to smoke-filled offices, artificial lighting and tension caused by eye strain.

Stretch breaks at American Honda have already been credited for alleviating what has been called "sedentary workers' narcosis." Currently there are plans to expand the program for swing-shift employees.

THE TEN QUALITIES OF  
A GOOD BOSS

A successful manager has 10 qualities that are the same in a wide range of industries and occupations. So says Harbridge House, a Boston consulting firm, which drew its profile of a successful manager from interviews with more than 5,000 employees that it serves.

When employees were asked what qualities they thought their bosses needed, they came up with the following answers:

1. Provides clear direction.
2. Encourages open communication.
3. Is willing to coach and to support people.
4. Provides objective recognition.
5. Establishes on-going controls.
6. Selects the right people to staff the organization.
7. Understands the financial implications of decisions.
8. Encourages innovation and new ideas.
9. Gives subordinates clear-cut decisions when they are needed.
10. Consistently demonstrates a high level of integrity.

Is there one quality that stood out above all others in employees' responses? "It's amazing," says Ernest Glickerman, Harbridge executive vice president, "how important open and honest communication is to employees."

Source: Nation's Business, A U.S. Chamber of Commerce Publication, 1615 H Street, N.W., Washington, D.C. 20062.

## TOURNAMENT UPDATE

Winners of the 1984 NESRA Fishing Contest, which was co-sponsored by the American Fishing Tackle Manufacturers Association, are now final. Tournament Coordinator Dale Hails of DOFASCO, Inc. in Hamilton, Ontario reports the following first place winners:

<u>NAME</u>	<u>CATCH</u>
Philip Kellam, Monsanto Textile Co.	284 lb. Marlin
Lila Roos, Vitro Corporation	48.8 lb. Dorado
Dalton Beaudin, DOFASCO, Inc.	5.4 lb. Sm. mouth Bass
Paul Bednar Sr., Monsanto Textile	10.5 lb. Lg. mouth Bass
Thomas Krendick, Babcock and Wilcox	44 lb. Muskellunge
Russell Rippontrop, 3M Club	27.11 lb. Northern Pike
Reva Hanson, Onan Corporation	1.3 lb. Bluegill
Rodney Sabisch, Soo Line Railroad Co.	1.14 lb. Perch
John Caffery, DOFASCO, Inc.	31.6 lb. Salmon
Ralph Kelly, DOFASCO, Inc.	20.2 lb. Rainbow Trout
William Brown, Ohio Bell	12.9 lb. Walleye

Each winner will receive a first place trophy along with fishing equipment donated by AFTMA.

All tournament entrants are reminded of these deadlines: BOWLING ENTRIES DUE -- March 19; PHOTO CONTEST ENTRIES DUE -- April 15; and RIFLE/PISTOL ENTRIES DUE -- April 1.

## NESRA ADOPTS CODE OF ETHICS

A code of ethics was developed and adopted by the NESRA board of directors at the January board meeting. NESRA members are asked to carefully read this code, which is included with this month's Keynotes, and adhere to its standards.

## CHAPTER EXCHANGE

This month, the Cleveland Employee Services Association (CESA) offers a unique idea for gaining new chapter members. In a recent CESA membership drive, they developed a "target" list of 100 potential company members. Each chapter member was then asked to choose 2 or 3 companies from this list to contact.

Each member wrote a personal letter on their own company letterhead, describing the benefits their company derived from being a NESRA and CESA member. About a month later, the chapter board members wrote a follow-up letter, inviting prospects to attend a CESA meeting.

The net result was a 10% mail response and 10 new chapter members. This proves that a "personal touch" goes a long way in attracting new chapter members. For more information on CESA's membership campaign, contact Ken Evans, CESA president at (216) 622-8257.

April 1985 Vol. 15, No. 4

NESRA BEGINS NEW  
GOVERNMENT RELATIONS  
PROGRAM

A new government relations program has been established by the National Employee Services and Recreation Association and will center on the following objectives:

- To cooperate with interested government agencies and government officials in the solution of problems affecting the employee services and recreation field.
- To inform NESRA members of federal legislative developments.
- To encourage our membership to express personal and knowledgeable views on legislative issues to Congress.
- To testify before Congress or state legislatures.
- To inform members about Federal Administrative actions and rulings.
- To possibly draft legislation and model laws.
- To assist the federal government by providing facts pertaining to employee services and recreation at the workplace.
- To report Federal Court decisions to the NESRA membership.

The committee is being chaired by Randy Schools, CESRA. If you would like to help and monitor legislation for your state, drop him a line c/o Recreation and Welfare, National Institutes of Health, 9000 Wisconsin Avenue, Building 31A - B1 Level, Bethesda, Maryland 20205.

One of the first accomplishments of the committee is a kit for NESRA chapters and members of the legislative process which includes: Illinois and California Worker's Compensation Laws (Model Laws), "How to Lobby Your State Legislature", "Plugging into Washington--How to Communicate with Congress", "How to Work Effectively with State Legislatures", a "Resource Guide to Influencing State Legislatures" and "Selected Reprints on Lobbying".

The kit will be available for purchase from NESRA Headquarters in the near future, and sample copies will be available at the National Conference, May 1-5.

IRS MAY TAX OFFSITE  
CORPORATE EXERCISE CLUB  
MEMBERSHIP

If the Internal Revenue Service has its way, employees who participate in offsite fitness programs--paid for by their employers--will be taxed for the actual cost of that membership, reports Employee Health & Fitness newsletter. Under some circumstances, the IRS may also tax onsite programs.

Should the U.S. Congress approve the 1984 tax reform regulations this month, the cost of memberships will be added to employees' gross income after January 1, 1985. According to the proposed tax regulations, the IRS will assess taxes on the "fair market value" of the memberships and not the actual cost to the employer, who may have received a discount from the fitness facility.

Steve Pyrek, spokesman, IRS Public Affairs Office, Washington, D.C., said onsite employee fitness programs would be exempt from the regulations, as long as they meet three criteria:

- The employer must own and operate the facility, and the majority of the participants must be employees.
- The facility must be onsite.
- All employees must be eligible to use the facility.

Pyrek added that the law specifically states that "substantially all" of the people who use the facility must be employees of the employer who owns it. For example, many companies own fitness facilities in office buildings but also allow other occupants to join their facilities. If the other occupants make up a majority of the membership, employees of the owner and nonemployees may be taxed for the value of the memberships, Pyrek explained.

"Tax laws should not rely on where a fitness facility is located to determine if its cost is taxable or not," Jerome Zuckerman, Ph.D., president, Cardio-Fitness Systems Corporation, New York, told EHF. "Saying that only onsite programs are tax-exempt discriminates against small businesses that are trying to help their employees become healthier."

Source: Employee Health & Fitness TM, published by American Health Consultants Inc., 67 Peachtree Park Drive, NE, Atlanta, Georgia 30309.

PICTURE YOUR COMPANY  
IN NESRA'S SLIDE SHOW

NESRA Headquarters is currently developing a slide presentation explaining NESRA services and the benefits of becoming a member. Additional slides are needed to assist in the completion of the project. If you have color slides or photos depicting your company's activities that you would like to have included in the presentation, please send them to NESRA, 2400 South Downi Avenue, Westchester, Illinois 60153, Attn: Ken Cammarata, director of member services.

Health observances are special months, weeks and days devoted to the promotion of particular health subjects. Employee services and recreation managers, fitness directors and human resources administrators can use these special events listed by the National Health Information Clearinghouse to launch a health promotion activity, stimulate an awareness of health risks or foster an awareness of the problems associated with particular diseases and disorders. This issue of Keynotes features observances for the upcoming months.

Most organizations that sponsor these health awareness events have developed promotional materials. For additional information on a health observance or the materials available, contact the sponsoring organization directly.

- APRIL -- CANCER CONTROL MONTH, contact the American Cancer Society, Public Information Department, 4 West 35th St., New York, NY 10001; HEALTH FAIR MONTH, contact the National Health Screening Council for Volunteer Organizations, Inc., 9411 Connecticut Ave., Kensington, MD 20895; WORLD HEALTH DAY (April 7), contact the American Association for World Health, 2121 Virginia Ave. N.W., Washington, D.C. 20037; CLEAN AIR WEEK (April 29 - May 5), contact the American Lung Association, 1740 Broadway, New York, NY 10019.
- MAY -- AMERICAN BIKE MONTH, contact the Bicycle Federation, 1055 Thomas Jefferson St. N.W., Suite 316, Washington, D.C. 20007; MENTAL HEALTH MONTH, contact the National Mental Health Association, 1021 Prince St., Alexandria, VA 22314; NATIONAL FOOT HEALTH MONTH, contact the Director of Public Affairs, American Podiatry Association, 20 Chevy Chase Circle N.W., Washington, D.C. 20005. Send self-addressed stamped envelope; NATIONAL HIGH BLOOD PRESSURE MONTH, contact the National High Blood Pressure Education Program 120/80 National Institutes of Health, Bethesda, MD 20205; NATIONAL PHYSICAL FITNESS AND SPORTS FOR ALL MONTH, contact the Director, Community Programs, President's Council on Physical Fitness and Sports, Judiciary Plaza, 450 Fifth St. N.W., Suite 7103, Washington, D.C. 20001; OLDER AMERICANS MONTH, contact the Administration on Aging, 330 Independence Ave. S.W., Washington, D.C. 20201; NATIONAL FITNESS TESTING WEEK (May 6-12), contact the National Fitness Foundation, 101 W. Washington St., Suite 1340E, Indianapolis, IN 46204; WORLD RED CROSS DAY, contact the American Red Cross National Headquarters, 17th and D Sts. N.W., Washington, D.C. 20006.
- JUNE -- DAIRY MONTH, contact the American Dairy Association, Food Publicity, 6300 N. River Road, Rosemont, IL 60018; NATIONAL SAFE BOATING WEEK (June 2-8), contact the National Safe Boating Council, U.S. Coast Guard G-BBS/43, 2100 Second St. S.W., Washington, D.C. 20593.

Source: The National Health Information Clearinghouse (NHIC), P.O. Box 1133, Washington, D.C. 20013-1133.



**NESRA'S 1985 CONFERENCE:  
SOMETHING FOR EVERYONE**

From innovative programming ideas to the most effective management techniques to the latest trends in the field, the 1985 NESRA Conference and Exhibit promises something for everyone. A record number of attendees are expected to gather at this year's annual event, which will be held May 1-5 at the Sheraton Hotel in Boston.

Conference chairman Alice Bucca and her conference committee have put together one of the best conference programs ever. Among the offerings: idea exchanges among peers, a fitness and health workshop, a personal effectiveness and goal setting program, and a wide variety of sessions such as "Leisure: Free Time or Time On Your Hands?", "How to Get the Most Out of Your Volunteers", "Motivation in the Workplace", "Putting Fun to Work" and "Recreation: A Risky Business."

Other highlights of the 1985 Conference include a Boston Harbor cruise, a trip to Quincy Market Place, a Las Vegas Fun Run and an exhibit hall featuring over 100 exhibitors and decorated to capture the patriotic spirit of Boston.

**AWARDS PROGRAM UPDATE**

This year's national awards program judges received over 100 entries from NESRA member companies. All awards winners, excluding promotional contest #4, will be notified prior to the 1985 Annual NESRA Conference and Exhibit so they can plan on attending the Management Luncheon on May 3 to receive their award.

**CHAPTER EXCHANGE:  
DEVELOPING A CHAPTER  
POLICY MANUAL**

The Rochester Area Recreation and Employee Services Association (RARES) recently compiled an Operations Policy Manual which has proved to be an excellent source of information for their chapter members.

According to Chuck Eckert of Wegman's Food Market, who originated the idea, the manual was originally intended to be used as a handy reference guide for RARES' established policies and procedures. Soon after, however, it was discovered that the manual could be used as an orientation tool for new board members as well, and it was expanded to include job descriptions for each board position.

Today, the manual has been further expanded to provide information that all RARES members can use, including the following sections: yearly meeting schedule calendar, descriptions of the various chapter memberships, services provided by NESRA and RARES, policies and procedures, by-laws and a history of the chapter. The manual is updated monthly by the chapter secretary, and members receive yearly updates.

For more information on formulating an Operations Policy Manual, contact Angela Cerame, RARES secretary, at (716) 422-3159.

# KEYnotes

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THE MONTHLY NEWSLETTER FOR EMPLOYEE SERVICES AND RECREATION MANAGERS

May 1985 Vol. 15 No. 5

## WASHINGTON FOCUS

by: Randy Schools, CESRA  
Chairman, NESRA Government  
Relations Committee

Tax reform and deficit cuts are among the top Congressional priorities, according to leading members of Congress who spoke recently at "Washington Focus '85," a government relations seminar sponsored by the American Society of Association Executives. Senate Majority Leader Robert Dole (R-KS) was among the many legislators in attendance.

Centerstage in the current tax reform debate is whether tax-favored employee benefits should be made taxable income to employees. Tax-favored benefits now account for 10% of an average American worker's compensation. If all fringe benefits had been taxed as income last year, the U.S. Treasury would have been fattened by nearly \$100 billion. Employee travel, discounts, employee-sponsored medical and insurance programs, country club and fitness club memberships, life insurance, cafeteria plans, and legal and educational assistance are among the many employee benefits under consideration to be taxed. The NESRA government relations committee will keep members abreast of any legislative changes.

## LEGISLATIVE ALERT: DISCOUNT, TRAVEL TICKETS UNDER SCRUTINY

Unless substantiated as having been used for legitimate business entertainment, tickets to entertainment events could be made taxable to the employee who used them, reports Nation's Business. As the IRS becomes more strict about recordkeeping, it may question several kinds of employee benefits, including tickets to sports events and other employee discount tickets.

Of interest to NESRA members who run travel programs, the American Society of Travel Agents (ASTA) has launched a campaign to explain how various groups are cutting into their members' profits. Among their legislative efforts is a movement to close the "loopholes" that allow nonprofits to operate travel programs within the bounds of existing law. This could hurt NESRA members if the law would read that all tickets must be issued by a licensed travel agent, for many of our members work with travel wholesalers.

NATIONAL MOVEMENT  
ENCOURAGES EMPLOYEES  
TO "BUCKLE UP"

This summer, the National Safety Council (NSC), The National Highway Traffic Safety Administration (NHTSA) and the Occupational Safety and Health Administration (OSHA) are all working together to encourage employees—as well as the motoring public—to wear their safety belts.

An estimated 1.6 million are injured, and more than 44,000 are killed each year in motor vehicle collisions, the National Safety Council estimates. The wearing of seat belts, the Labor Department reports, will sharply reduce the number of off- and on-the-job fatalities and injuries caused by motor vehicle accidents.

"Of the 4,480 men and women that the National Safety Council reported lost their lives in work-related vehicle accidents in 1982, 60 percent—2,688 of them—might have been saved if they had worn a lap/shoulder belt combination," an OSHA official said. "A lap belt alone could have prevented 40 percent of the deaths. Further, wearing a lap/shoulder belt reduces the possibility of serious injury in a vehicle accident by 57 percent."

"Make It Click—Buckle Up" is one national campaign, sponsored by the National Safety Council, in which volunteers across the country will be asking people to sign pledges promising to buckle their safety belts and put their children in child safety seats.

Barbara Richardson, occupant restraint specialist at the Council, says the national campaign will focus on the "101 critical days" from Memorial Day weekend through Labor Day. More persons are injured and killed in motor vehicle crashes during this 101-day period than at any other time of the year, explains Richardson.

A pledge to buckle-up is the first step toward a commitment. "We hope once people become comfortable wearing their safety belts during their pledge period, they will make using belts a lifetime habit," Richardson emphasized.

Employee services managers can support the national movement to "buckle up" by informing employees about the value of seatbelts. For more information on the "Make It Click—Buckle Up" campaign, or to request a free campaign kit, write to the National Safety Council, Department P.R., 444 North Michigan Avenue, Chicago, Illinois 60611. Free copies of "Motor Vehicle Occupant Protection and the Workplace" are available from OSHA Publications, Room S-4203 Frances Perkins Bldg., Third Street and Constitution Avenue, Washington, D.C. 20210, (202) 523-9667.

The NESRA Fitness/Health Committee is currently compiling information on corporate seat belt promotion programs. If your company has a winning idea on how to encourage employees to "buckle up," please send them to Rebecca Gregory, NESRA Representative Senior Director, Rockwell International, 400 Collins Road, N.E., 105-161, Cedar Rapids, IA 52498.

MANAGER'S TRAITS AFFECT  
EMPLOYEE PRODUCTIVITY

Being good at the technical aspects of your job doesn't necessarily make you a good supervisor, writes Robert Patchin in Executive Productivity newsletter. To get the most out of your employees, you must have four traits:

•CANDOR. If your employees don't view you as trustworthy, they will clam up and become uncooperative. You may be perceived as working for your own interests rather than for the organization.

•CONSISTENCY. If you play favorites, particularly in disciplining employees, your credibility and influence will be negated.

•ACCESSIBILITY. An open-door policy isn't enough. Bosses often have a problem with "mental inaccessibility" because they are unsympathetic with employees or only pretend to listen. Employees who receive a curt or uninterested response are not likely to speak up again.

•PERSONAL COMPETENCE. Although you don't need to know how to do all your employees' jobs, you should be able to help them solve special problems and recognize a good job when you see it. You should look at yourself not as a boss but as an expeditor.

Source: Association Management, American Society of Association Executives, 1575 Eye Street, N.W., Washington D.C. 20005.

AN INTRODUCTION TO  
RUNNING OFFERED IN  
FREE-LOAN FILM/  
VIDEOCASSETTE

A film designed to introduce the novice to running—"Short Course on the Long Run"—is available on free loan to employee groups, courtesy of the Miller Sports Film Library. Video-cassette versions are also available.

The film, which is addressed to both men and women, shows how to develop the ability to run for 30 minutes at a time, how to avoid injury and how to reach a high level of aerobic fitness. Motivational as well as instructional, it points out that some 20 to 30 million Americans now run regularly and work better and feel better as a result.

Produced by the Athletic Institute, "Short Course on the Long Run" is available in 16mm film and in the 3/4" U-Matic, 1/2" VHS and 1/2" Beta II videocassette formats. Among the other sports represented in the Miller Sports Film Library are boating, fishing, auto racing, skiing and Olympics.

For a complimentary copy of the Miller Sports Film Library catalog or to request bookings, write to Karol Media, 22 River-view Drive, Wayne, NJ 07470-3191 or phone toll free at 1-800-222-0025. Booking requests must specify title and format and give at least two choices of playdate.

**BOWLING TOURNAMENT  
WINNERS ANNOUNCED**

A record 536 teams from 39 companies participated in the men's, women's and mixed divisions of NESRA's 14th Annual Mail-O-Graphic Bowling Tournament, co-sponsored by Brunswick Recreation Centers. The tournament's national team winners are:

Men's Division: "Trading Places", Dept. of Health & Human Services  
 Women's Division: "Team #2", Babcock & Wilcox  
 Mixed Division: "The Huggables", Dept. of Health & Human Services

Regional division winners are as follows:

Region I	Men's	-	"King Pins", The Singer Company
	Women's	-	"Singer Slingers", The Singer Company
	Mixed	-	"Team #1", Loral Electronics Systems
Region II	Men's	-	"Met. Eng.", Battelle Memorial Institute
	Women's	-	"Gutterbusters", Babcock & Wilcox
	Mixed	-	"Foul Ups", Loctite Automotive & Consumer Group
Region III	Men's	-	"United Telephone", United Telephone Company of Indiana, Inc.
	Women's	-	"Sparettes", IL Agricultural Assn.
Region IV	Men's	-	"Death Squad", Pensacola Naval Air Station
	Mixed	-	"Brewers", Miller Brewing Company
Region V	Men's	-	"Soo Line", Soo Line Railroad
	Women's	-	"Brite", S.C. Johnson & Son, Inc.
	Mixed	-	"Mick-etts", Control Data Corporation
Region VI	Mixed	-	"R.A.T.S.", United Air Lines
Region VII	Men's	-	"Ten Spots", Motorola, Inc.
	Women's	-	"Don't Count Us Out", Dept. of Health & Human Services
	Mixed	-	"Moody Blues", Dept. of Health & Human Services
Region VIII	Mixed	-	"Team #1", 3M Canada, Inc.

National team winners will receive a team trophy and individual participant trophies, and Regional division winners will receive team trophies and individual champion bag tags. Also, through a random drawing of all tournament participants, one bowler from each NESRA region will win a Crown Jewel bowling ball. All prizes were donated by Brunswick. Special thanks go to Jack Jarvis, tournament coordinator, of Kohler Company, his assistant, Faith Graefe, and to Randy Wagner of Brunswick Recreation Centers.

**CHAPTER EXCHANGE: HOW  
TO INFORM YOUR MEMBERS  
ABOUT NESRA**

Oftentimes chapter members are very involved on a local level, but know little about National Headquarters. To better inform their chapter members on what NESRA can do for them, CARES recently held a "NESRA Day" at their chapter meeting. In addition to having a NESRA information booth, the highlight of the afternoon was the premiere of the NESRA slide show, which explains NESRA services and the benefits of joining a chapter. This show will be available to all chapters after July 1. Contact Ken Cammarata, NESRA director of member services, at 312/562-8130 for more information.

1985 NESRA TRAVEL SURVEY

Dear NESRA member:

In a continuing effort to keep abreast of the changing needs of its membership, NESRA is conducting a survey of the employee travel market.

Please help us by completing this survey and returning it to NESRA Headquarters, 2400 South Downing Ave., Westchester, IL 60153 by July 1, 1985. Results will be published in the September issue of Employee Services Management magazine.

- |  | Yes   | No    |
|--|-------|-------|
| 1. Do you have an employee travel program?   | _____ | _____ |
| 2. If not, do you plan on starting one?<br>(If no, please return your survey to Headquarters at this time.)                      | _____ | _____ |
| 3. Approximately how many employees participate in your travel program each year?<br>_____                                       |       |       |
| 4. Is your complete annual group travel schedule announced at a specific time during the year?<br>When? _____                    | _____ | _____ |
| 5. Do you ever offer additional group destinations throughout the year?  | _____ | _____ |
| 6. Do you offer <u>individual</u> (as opposed to group) travel packages?   | _____ | _____ |
| 7. Do you offer discounts to your employees for themed parks/family attractions?   | _____ | _____ |
| 8. Do you help organize trips for special interest groups that are part of the employee services dept., such as ski clubs, etc.? | _____ | _____ |

Please specify \_\_\_\_\_

(over)

9. What total dollar amount do you estimate your employees spent within the last year on travel arrangements made through your employee services and recreation programs? \_\_\_\_\_

10. How do you choose your destinations?

\_\_\_\_ committee \_\_\_\_ self \_\_\_\_ employee survey \_\_\_\_ other  
(specify) \_\_\_\_\_

11. List the travel destinations you've found to be most popular.  
\_\_\_\_\_  
\_\_\_\_\_

12. Where do you have trips planned for 1985-86? \_\_\_\_\_  
\_\_\_\_\_

13. Who puts together your travel packages?

\_\_\_\_ retail agent \_\_\_\_ wholesaler \_\_\_\_ other  
Specify \_\_\_\_\_

14. Are packages ever put together directly with hotels and then transporation added? \_\_\_\_\_

15. Are packages selected on the basis of bids from more than one supplier? \_\_\_\_\_

16. Do you give consideration to NESRA Associate travel suppliers? \_\_\_\_\_

Your Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Please return to NESRA Headquarters, 2400 South Downing Avenue, Westchester, Illinois 60153  
by July 1, 1985. Thank you for your time and cooperation.

## CHAMBER OF COMMERCE URGES CONGRESS NOT TO TAX EMPLOYEE BENEFITS

"The importance of the threat to our employee benefits system from the proposals to tax benefits cannot be overstated," warned Richard H. Fay, a partner with the law firm of Reed Smith Shaw & McClay, as he testified before the House Subcommittee on Labor-Management Relations. Fay recently spoke on behalf of the U.S. Chamber of Commerce in an effort to convince Congress that altering the tax treatment of benefits would be unwise and shortsighted.

If benefits become taxed, Fay said, participation levels by employees and employers likely will drop. Employees will be forced to pay tax on the imputed income value of employee benefits (including pension contributions)—not on actual dollars received—and they will, therefore, have less take-home pay.

Many younger workers, naturally more concerned with immediate financial needs than potential retirement, will choose not to participate in pension plans, he added. This will bring higher cost pressures to bear upon employer sponsors and those employees (mostly older workers) who will want to remain participants in pension plans. Likewise, because of the tax on employer-sponsored insurance plans, healthier workers will forego health or even life insurance—thereby leaving the higher-risk candidates as the participants of these plans.

"In the end, our private-sector retirement and medical insurance system will begin to crumble," Fay said, "because the concept of broad-based participation by young and old alike will no longer make sense to all workers."

## WORKERS' COMPENSATION DENIED TO EMPLOYEE WITH SOFTBALL INJURY

In a ruling which means good news for companies sponsoring recreational activities, a New Jersey court denied workers' compensation to an employee on a company softball team who was injured during a game.

The softball game was played after work hours and off company premises, but the company supplied hats and refreshments, reports a supplement to Workers' Compensation Law Bulletin. Compensation was denied, however, because the company's encouragement did not rise to the level of suggesting "compulsion" to participate. (For tips on how to avoid softball injuries, see page 3.)



**EMPLOYEE BENEFITS:  
NOT MEETING THE NEEDS  
OF TODAY'S WORK FORCE?**

Employee benefits don't reflect the needs of the changing worker, reports The Wall Street Journal.

An Opinion Research Corp. (ORC) study of 70,000 employees finds a sharp drop in their satisfaction with benefits during the past decade. That is partly because many employers haven't changed their employee benefit plans to meet the needs of a changing work force, contend ORC analysts. Workers are more educated, and more of them are women; but most critical is the surge in dual-income, single-person and mixed-group households.

The survey shows that, overall, women rate their benefits better than men. But managerial women are less happy than their male counterparts, probably because of child-care conflicts. Employees gave lowest marks to long-term disability, life and health insurance, sick leave and pension plans.

Ignoring benefits needs "will lead to increased conflict and successful organizing efforts" by unions, ORC researchers say.

**FREE TIPS FOR  
OVERSEAS TRAVELERS**

Making the most of an overseas vacation and stretching travel dollars are important considerations for the millions of employees who will venture abroad this year. Here are some ways to make those vacations less costly and more enjoyable:

- Put the strength of the American dollar to work for you. Buy return tickets in local currency and save hundreds of dollars, advises Travel Smart for Business newsletter.

- If you want to avoid crowds, go in off seasons and avoid package tours, recommends U.S. News Washington Letter. Also, take cabs instead of buses because cabbies can take short cuts.

- Rates of exchange differ greatly between the many sources from which you can "buy" currency. For the average traveler, the special exchange banks which are located in most overseas airports are probably the most convenient sources for favorable rates, according to "Money Sense . . . Overseas," a free booklet which offers guidelines on currency exchanging, tipping and budgeting. Least favorable, by far, are the exchange rates offered by specialty shops, taxi drivers and, especially, the small merchants such as street vendors, who cater largely to the domestic trade.

- Most foreigners can speak and understand English well enough so that you won't have to worry about language barriers. But it's good money-sense to trust your own translating when it comes to money values, unless you are anxious to give it away. A small investment in a pocket currency converter (they're available for less than \$5) can pay big dividends everyday you are abroad.

For a free copy of "Money Sense . . . Overseas," send a long (#10) self-addressed, stamped envelope to: Travel Booklet, 3602 W. Glen Branch, Peoria, IL 61614.

## HIGHLIGHTS OF NESRA'S 1985 EXECUTIVE COMMITTEE REPORTS

Leroy Hollins, CESRA, President

Each of you are contributing members to an organization definitely headed in the right direction. 1984 was a banner year for NESRA with membership at an all-time high. With the following reports, you will find the work that has been done to help us accomplish the following items in 1985:

- \* More involvement in the legislative process.
- \* Broaden member services.
- \* Improve NESRA's visibility.
- \* Provide more opportunities for professional development.
- \* Continue to improve communication within NESRA.

Ron Jones, CESRA, President-Elect

I maintain a philosophy that the fullest value of a national organization can only be realized through the teamwork of competent, professional leaders who share common interests and objectives with the membership.

- \* NESRA must carry the message that we represent a vital and integral part of the workplace.
- \* As members and future leaders of NESRA, we must accomplish the task ahead of making the quality of life better for our employees.
- \* I look forward to being a part of TEAM NESRA.

Don Strosnider, CESRA, Vice President Finance and Treasurer

- \* In 1984 the members equity deficit was eliminated, one year ahead of projections.
- \* All committees contributed to these efforts.
- \* Through cost effective management we plan to take advantage of our assets to give members diversified and quality services.

(over)

Richard M. Brown, CESRA, Vice President Fitness and Health

- \* In 1984 we produced and sold the first edition of Employee Health and Fitness Programs - A Folder of Introductory Information.
- \* Sponsored the continuing education workshop, "Implementation of a Fitness/Health Program."
- \* Continued to develop a Fitness/Health Bibliography.
- \* Sponsored the printing of the first edition of The Traveler's Fitness/Health Directory.

Bob Crunstedt, CESRA, Vice President Member Services

- \* In 1984, participation increased in the photo, fishing, bowling and golf tournaments.
- \* Established Member Services advisory committee.
- \* Developed a chapter merit award program to be initiated in 1985.
- \* Produced a NESRA promotional slide presentation.

Irene Heavey, Vice President Membership Development

- \* In 1984 new chapters were chartered in Warsaw, Indiana, Cincinnati, Nashville, St. Louis, Philadelphia, Cedar Rapids and Central Savannah River Area.
- \* Conducted a direct mail campaign for new general members.
- \* Developed the Chapter Board Member Seminar.

Pat Yandell, CESRA, Vice President Public and Government Affairs

- \* In 1984 we implemented a program to consistently portray the desired image of the profession.
- \* Communicated new ideas and membership opinions to the NESRA Board from the advisory committee.
- \* Monitored and made recommendations regarding legislative action items.

Alice Bucca, CESRA, Vice President Research and Professional Development

- \* In 1984 we developed an additional continuing education program.
- \* Assisted the NESRA Education and Research Foundation in the selection of suitable research projects.
- \* Assisted the NESRA office in their computerization efforts.

**HELPING EMPLOYEES  
AVOID SPORTS  
INJURIES**

Summer's here with the promise of outdoor fun and sun after months of "cabin fever." The good times can be spoiled, however, by injuries and accidents that a little common sports sense can prevent.

Fred Wappel, University of Missouri-Columbia (UMC) head athletic trainer for over 30 years, says the two most injury-ridden sports are softball and baseball, both summertime favorites.

"These injuries occur," he says, "because the players don't prepare themselves for the game; they just go out and play." Wappel advocates stretching before any physical activity and regular workouts to maintain condition and flexibility.

"Playing on a recreational basis once or twice a week just doesn't do it," he says. Additionally, a regular running program to build stamina, speed and endurance is essential to successful, safe play in any sport.

Employee services managers can ensure the safety of their recreational activities by stressing Wappel's tips on avoiding and treating sports injuries to employees:

- \*When in doubt about how to treat a sprain, tear or pull, you'll never go wrong with ice.

- \*Proper shoes are more important than anything. There is a difference in support between running shoes and basketball shoes—in fact, wearing ordinary sneakers to play basketball is a common cause of injury.

- \*If acute pain persists so that good sleep is difficult, see a doctor. This could signal a fracture or tearing of connective tissues.

- \*If an injury does not show improvement within three to four weeks, return to the doctor. It could be that the diagnosis was missed earlier and the true problem has shown up with time and activity.

- \*Know your limitations and use good judgement. Don't let a dare or taunt push you to do something against your will. Enjoy the activity or don't do it!

**COMMUNICATION: THE  
KEY TO SUCCESS**

Success. . . it's all in your mouth. Dr. Jeffrey Elisen, psychotherapist and author of Power Talk, claims that success is merely a reflection of the way you communicate. In a recent issue of Success magazine, Elisen advises readers to state opinions directly and emphatically. Don't be afraid to use absolutes like "always" and "never" when appropriate. Nonverbal tactics, like speaking slower and slightly louder than others, command the respect of peers and subordinates, according to Elisen. The same applies to maintaining eye contact and a strict poker face during confrontations.

**NESRA ANNOUNCES  
1985 PHOTO CONTEST  
WINNERS**

Nearly 250 employees from 49 member companies participated in NESRA's 1985 Photo Contest, which helped make this year's event a resounding success. 512 entries were received, and the 60 award-winning photos were displayed in the exhibit hall at NESRA's national conference in Boston. Special thanks go to Contest Chairman George Stark of McDonnell-Douglas Corporation, his team of professional photographers who helped judge the entries, and Guardian Photo, who co-sponsored the contest and donated 37 prizes, including a cordless telephone/AM-FM clock radio, G.E. Help II C.B. radio systems and Bushnell binoculars. Following are the first place division winners:

**BEST IN SHOW**

**SUMMER'S END**

Michael Zampella  
AT & T

**DIVISION WINNERS**

**SLIDES**

**FOG AND MIST**

Marian Sedio  
Honeywell

**COLOR PRINTS**

**COLORADO DUNE**

Milan Sedio  
Honeywell

**B & W PRINTS**

**BARNYARD**

Gary Roehl  
Amer. National Resources

**CLASS WINNERS**

**SLIDES**

**Nature**

**WOODDUCK**

Doug Nelson  
3M

**Scenic**

**FOG AND MIST**

Marion Sedio  
Honeywell

**Human**

**CAT LADY**

**Interest**

Dorothy Rufener

Goodyear

**Open**

**CLOSING CEREMONIES**

Ken Karagozian  
ABC

**B & W PRINTS**

**Nature**

**BET YOU CAN'T EAT  
JUST ONE**

Cynthia Kucer  
H.R. Textron

**Scenic**

**BARNYARD**

Gary Roehl

Amer. Natural Resources

**Human**

**BROWNIE**

**Interest**

Lisa Gallagher

Shadyside Hospital

**Open**

**NITETIME AMUSEMENTS**

Larry Brickman

Lockheed

**COLOR PRINTS**

**Nature**

**MOM AND YOUNG**

Carol Winch  
3M

**Scenic**

**STORMY WEATHER**

Les Moul  
McDonnell-Douglas

**Human**

**WOODCARVER'S PRIDE**

**Interest**

Barbara Johnson

Vitro

**Open**

**COLORADO DUNE**

Milan Sedio

Honeywell

**CHAPTER EXCHANGE:  
FINDING NEW MEMBERS**

Joining your local Chamber of Commerce may be the key to boosting chapter membership. The Central Ohio Employee Services and Recreation Association reports that they gained many potential members by placing an ad in their Chamber's directory and by attending Chamber gatherings. If you have ideas on how to promote chapter membership, please send them to Sue Potter, NESRA Region II director, Nationwide Insurance Company, 1 Nationwide Plaza, Columbus, OH 43216. The NESRA Membership Development Committee is compiling this information and will distribute the results.

July 1985, Vol. 15 No. 7

EMPLOYEE RECOGNITION/  
SERVICE AWARDS FACE  
TAXATION

Awards to employees may be taxed under the Reagan tax proposal, reports The Wall Street Journal.

Large awards to workers for years of service, strong safety records and productivity improvements would be taxed under the president's plan. These include cash gifts as well as merchandise such as watches, jewelry and trips. Under current law, such awards are tax-free to the worker. Employers also get a hefty tax deduction per gift of up to \$1,600 in some cases.

Business made gifts of about \$400 million to workers in 1983; the majority of these were modest, worth less than \$25 each, the administration says. For the sake of fairness, it argues that a tax should be imposed on larger gifts just as income and other awards are now taxed. Gains from employee suggestion programs - merchandise or cash - already are taxed.

CHRISTMAS PARTIES,  
PICNICS GET TAX BREAKS

Reagan's tax plan does bring some good news for employee services managers. Under the current proposal, employee parties hosted by the boss to foster recreation among workers would be deductible business expenses. These would include Christmas parties and summer outings. The plan would bar employer tax breaks for country club dues, however.

WASHINGTON FOCUS

July and August will be the key months for Reagan's tax reform proposal, reports Randy Schools, CESRA, NESRA government relations committee chairman. That's when lobbyists will testify before Dan Rostenkowski (D-IL), chairman of the House Ways and Means Committee.

Schools recently met with Ronald Pearlman, Treasury Department Assistant Secretary for Tax Policy and chief architect of Reagan's proposal, to see how the plan would affect NESRA members. Of major concern for NESRA member companies is the imminent taxation of employer-paid health insurance and sporting event tickets. The proposal would no longer let businesses deduct most entertainment expenses, including sporting events tickets they might give to clients. This could increase the cost of tickets that NESRA members sell to their employees.

## UPCOMING NATIONAL HEALTH OBSERVANCES

Tying into a national health observance is one of the easiest most cost-effective ways for employee services managers to provide wellness services to their employees. Health observances represent a golden opportunity to launch an employee health promotion activity, stimulate interest in preventive medicine or foster an awareness of the health risks and problems associated with particular diseases and disorders.

Most organizations that sponsor these health awareness events have developed promotional materials such as posters, pamphlets, films and other information that are free for the asking. Some can even provide speakers or experts for interview. For more information on a specific health observance or the materials available, contact the sponsoring organization directly.

- \* SEPTEMBER -- LEUKEMIA SOCIETY MONTH, contact the Leukemia Society of America, Public Education and Information, 733 Third Ave., New York, NY 10017; NATIONAL EMERGENCY CARE MONTH, contact the National Emergency Care Organization, 2080 Century Park East, Suite 1206, Century City, CA 90067; NATIONAL SIGHT SAVING MONTH, contact the National Society to Prevent Blindness, Public Relations Office, 79 Madison Ave., New York, NY 10016; CYSTIC FIBROSIS WEEK (Sept. 15-21), contact the Cystic Fibrosis Foundation, 6000 Executive Blvd., Suite 309, Rockville, MD 20852.
- \* OCTOBER -- NATIONAL DIABETES RESEARCH MONTH, contact the Juvenile Diabetes Foundation, 23 East 26th St., New York, NY 10016; NATIONAL SPINAL HEALTH MONTH, contact the Director of Communications, American Chiropractic Assoc., 1916 Wilson Blvd., Arlington, VA 22201; CHILD HEALTH DAY (Oct. 7), contact the Department of Health and Human Services, Division of Maternal and Child Health, Parklawn Bldg., Room 6-05, 5600 Fishers Lane, Rockville, MD 20857; NATIONAL RUNNING AND FITNESS DAY (Oct. 13), contact the American Running and Fitness Association, 2420 K St. N.W., Washington, D.C. 20037; NATIONAL DISABLED AMERICANS WEEK (Oct. 13 - 19), contact the Public Relations Director, National Easter Seal Society for Crippled Children and Adults, Inc., 2023 West Ogden, Chicago, IL 60612.
- \* NOVEMBER -- NATIONAL DIABETES MONTH, contact the Public Relations Director, American Diabetes Association, 2 Park Ave., New York, NY 10016; NATIONAL EPILEPSY MONTH, contact the Epilepsy Foundation of America, Public Health and Education, 4351 Garden City Dr., Suite 406, Landover, MD 20785; GREAT AMERICAN SMOKEOUT (Nov. 21), contact the American Cancer Society, 4 West 35th St., New York, NY 10001.
- \* DECEMBER -- CHRISTMAS SEALS CAMPAIGN, contact the American Lung Association, 1740 Broadway, New York, NY 10019.

Source: The National Health Information Clearinghouse (NHIC)  
P.O. Box 1133, Washington, D.C. 20013-1133.

## 1985 NESRA National Awards Program Winners

This year's Awards Program was a great success, with participation at an all-time high. NESRA wishes to extend a special thank you to all those who participated. Award plaques were given to each winner at the NESRA Management Luncheon during the annual conference in Boston on May 3. The following is a list of all winners by category:

### Eastwood Award - For Best Overall Program

Over 10,000 employees - **Texas Instruments/Texins Association**, Dallas, Texas

1,001 - 5,000 employees - **Allstate Insurance Company**, Northbrook, Illinois

Under 1,000 employees - **Northern Telecom, Inc.**, Richardson, Texas

### Certificate of Excellence - For Best Individual Activity Program

**Avco Lycoming Div.**, Stratford, CT - "Barnum Festival Parade Program Float"

**Avco Lycoming Div.**, Stratford, CT - "Effective Citizens Campaign Program"

**Control Data Corporation**, Bloomington, MN - "Halloween Party"

**National Institutes of Health**, Bethesda, MD - "Camp Fantastic"

**New England Life/501 Assn.**, Boston, MA - "West Side Story"

**North Memorial Medical Center**, Robbinsdale, MN - "Ghostbusters Ball"

**Pepsico**, Purchase, NY - "National Conference Olympic Sports Day"

### Promotional Awards Contest #1 - For Publicity Material (Handbooks, Brochures, etc.)

#### Companies With Full-Time Paid Staff

1st Place - **Texas Instruments/Texins Assn.**, Dallas, Texas - "Texins Assn. Information Handbook"

2nd Place - **Signetics Corp.**, Sunnyvale, California - "Employee Services Handbook"

3rd Place - **Foreign Affairs Recreation Assn.**, Washington, D.C. - "FARA and You"

#### Less Than Full-Time Paid Staff or Volunteers

1st Place - **Itek Optical Systems**, Lexington, MA - "A Few Words About IERA"

### Promotional Awards Contest #2 - Best Activity or Event Promo Piece (Flyer, Poster, etc.)

#### 2A - Single or Two-Color Piece - Full-Time Paid Staff

1st Place - **Texas Instruments/Texins Assn.**, Dallas, Texas - "Weight Control Program Flyer"



Promotional Awards Contest #2 (cont.)

- 2nd Place - Signetix Corp., Sunnyvale, CA - "Signetix Kirkwood Ski Trip Flyer"  
3rd Place - Texas Instruments/Texins Assn., Dallas, Texas - "Fitness Program Check Staffers"

Less Than Full-Time Paid Staff or Volunteers

- 1st Place - Racal Milgo, Miami, Florida - "Racal Milgo Fish-In"  
2nd Place - Racal Milgo, Miami, Florida - "Racal Milgo Slide Into Softball"  
3rd Place - Great Lakers Athletic Assn., Thunder Bay, Ontario, Canada - "Christmas Bingo Flyer"

2B - Multi-Colored Piece - Full-Time Paid Staff

- 1st Place - Allstate Insurance Co., Northbrook, Illinois - "Family Day Parade Flyer"  
2nd Place - Integon Employees Activities Assn., Winston-Salem, NC - "EAA Annual Bazaar Poster"  
3rd Place - Northern Telecom Inc., Nashville, TN - "Health Enhancement Program Poster"

Less Than Full-Time Paid Staff or Volunteers

- 1st Place - ABC Employee Services and Recreation Assn., Hollywood, CA - "Olympic Gala Flyer"  
2nd Place - ABC Employee Services and Recreation Assn., Hollywood, CA - "ABC Satin Jacket Flyer"

Promotional Awards Contest #3 - Best Annual Report, Newsletter or Other Unique Promotion

Full-Time Paid Staff

- Allstate Insurance Co., Northbrook, IL - "Home Office Happenings"  
Federal Express Corp., Memphis, TN - "Mud Island Communications"  
Merrill Lynch & Co., New York, NY - "New Service Award Program"  
National Bank of Detroit, Detroit, MI - "NBD Rideshare Packet"  
National Institutes of Health, Bethesda, MD - "NIH Recreation Calendar"  
Texas Instruments/Texins Assn., Dallas, TX - "Free Times Newsletter"  
Texas Instruments/Texins Assn., Dallas, TX - "Fitness Center Flyer"

Less Than Full-Time Paid Staff or Volunteers

- Honeywell Information Systems, - FSD, McLean, VA, "Wellness is Contagious Calendar"

Promotional Awards Contest #4 - Best Non-Printed Program Promos

- Allstate Insurance Co., Northbrook, IL - "1984 Healthy American Games"  
Honeywell Electro-Optics, Lexington, MA - "Video Photo Album"  
Tri-County LRC Chapter, Santa Clara, CA - "NESRA 1985 Region VII Conference"

Dear NESRA member:

NESRA's first priority is to serve you, our member. As your job changes and the field of employee services and recreation grows, so must we. In a continuing effort to grow with you and meet your needs, we ask that you fill out this short questionnaire. Your input will give us a better idea of how we can better serve you. Please return your completed form to NESRA Headquarters, 2400 South Downing Avenue, Westchester, Illinois 60153 by August 1.

Name \_\_\_\_\_

Company \_\_\_\_\_

Number of Employees \_\_\_\_\_

1. What is the fastest growing aspect of your employee services and recreation program?  
\_\_\_\_\_

2. Considering your program goals and problems, what new services or areas could NESRA get involved in to help you?  
\_\_\_\_\_  
\_\_\_\_\_

3. Would you like to see NESRA develop a peer network directory, which would list NESRA members with special skills, programs or expertise in specific areas such as company stores, facility design, liability, wellness, etc.?  
Yes \_\_\_\_\_ No \_\_\_\_\_

4. The NESRA Education and Research Foundation is constantly searching for possible research projects. What research findings and/or studies would you find helpful in your program management and justification?  
\_\_\_\_\_  
\_\_\_\_\_

5. What continuing education seminar topics would you like to see offered at the annual conference and exhibit to aid you in your professional development?  
\_\_\_\_\_

6. Did you attend this year's annual conference and exhibit? Yes \_\_\_\_\_ No \_\_\_\_\_

A) What was the main reason you did or did not attend?  
\_\_\_\_\_  
\_\_\_\_\_

B) What can NESRA do to increase attendance at our regional and annual conference and exhibits?  
\_\_\_\_\_  
\_\_\_\_\_

7. Are there any products or services not currently being offered by NESRA suppliers that you would like to see NESRA make available to you? (Please name product and company if possible)
- \_\_\_\_\_
- \_\_\_\_\_

8. When was the last time you requested information from headquarters?
- \_\_\_\_\_
- \_\_\_\_\_

A) What was the service/item requested?

\_\_\_\_\_

\_\_\_\_\_

B) Was a response given on a timely basis? Yes \_\_\_\_\_ No \_\_\_\_\_

C) Was the information given useful/helpful? Yes \_\_\_\_\_ No \_\_\_\_\_

(If not, please explain)

\_\_\_\_\_

\_\_\_\_\_

For each of the following current NESRA member services, we ask that you mark one of the following:

- Y - Yes, I have made use of this service within the past year  
N - No, I have not made use of this service within the past year  
? - I was not aware that NESRA offered this service

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| ----- Read <u>Employee Services</u>   | ----- Display NESRA Code of Ethics    |
| Management magazine                   | ----- Use the Buyer's Guide           |
| ----- Read <u>Keynotes</u> newsletter | ----- Use the membership directory    |
| ----- Attend NESRA's annual           | ----- Apply for certification as a    |
| conference & exhibit                  | CESRA/L                               |
| ----- Attend regional conferences     | ----- Contact student and/or academic |
| ----- Participate in national         | members for a possible intern         |
| awards program                        | program                               |
| ----- Participate in fishing          | ----- Order NESRA professional        |
| contest                               | publications                          |
| ----- Participate in bowling          | ----- Display NESRA membership        |
| tournament                            | certificate                           |
| ----- Participate in photo            | ----- Take advantage of associate     |
| contest                               | member discounts                      |
| ----- Participate in rifle/pistol     | ----- Contact headquarters for        |
| contest                               | resource information                  |
| ----- Participate in regional golf    |                                       |
| tournament                            |                                       |

Thank you for your time and cooperation. Please return this form to NESRA Headquarters, 2400 South Downing Avenue, Westchester, Illinois 60153 by August 1.

### THREE FACTORS DETERMINE EMPLOYEES' PERFORMANCE

Skill, effort, and external conditions combine to determine employees' work performance, say management experts Scott Snell and Kenneth Wexley of Michigan State University, writing in Personnel Administrator.

Levels of skill and effort combine with external conditions to create eight basic types of employees, they added. Stars, for example, are skilled, motivated, and in the right place at the right time. At the other end of the spectrum are deadwood, people who lack skills and motivation and work in unfavorable conditions.

In between come victims, skilled, motivated workers in unfavorable conditions; coasters, or lucky underachievers; quitters, skilled workers whose unfavorable conditions block the little effort they're willing to put out; long shots, who lack skills but come through thanks to luck and effort; wheel spinners, who try hard in unfavorable circumstances; and lottery winners, who are lucky in spite of lacking both skills and motivation.

Remember, say the authors, that correct solutions for personnel problems depend on correct diagnosis of the trouble.

Source: Association Management, American Society of Association Executives, 1575 Eye Street, N.W., Washington, D.C. 20005.

### EDUCATIONAL SERVICES HELP WORKERS DO A BETTER JOB

Because most employees want to improve themselves and do a better job, one of the greatest services employee services managers can provide their employees is the opportunity to increase their knowledge through educational seminars, workshops, lectures, discussions and demonstrations.

Need some ideas on what educational topics would prove popular? Take a cue from The Wall Street Journal, which reports that adult students this summer will focus on career-oriented fare.

The hottest "how-to" courses at the Boston Center for Adult Education, for instance, are for aspiring business owners. (Example: "How to Establish a Day Care Center.") Among adult students, says a dean at Portland State University in Oregon, there is "more and more interest in developing salable skills."

The State University of New York at Buffalo, having long since dropped Ukrainian egg painting, now plays up microcomputing. And while courses on beer and flirting remain popular at the University of Pittsburgh, they share the spotlight with the less frothy "Tapping the Hidden Job Market."

Other popular topics employee services managers can pursue include Business Writing, Public Speaking, Planning a Budget, Time Management, Computer Programming, Running a Meeting, Increasing Your Sales Potential, and On-The-Job Stress and How to Reduce It.

1985 NESRA/NRA  
RIFLE-PISTOL  
TOURNAMENT WINNERS

The National Employee Services and Recreation Association and National Rifle Association's rifle and pistol competition consists of individual as well as four-person team matches in the categories of .22 caliber rifle, .22 caliber pistol, 10 meter precision air rifle and 10 meter precision air pistol. The course of fire for .22 caliber rifle events is at 50 feet; individual and team matches involve 10 shots prone and 10 shots standing for each competitor. The .22 caliber pistol events are also at 50 feet; individual matches require 20 shots slow fire and team matches require 20 shots slow fire for each of the four team members. The course of fire for 10 meter precision air events is at 33 feet, 20 shots standing for rifle individual and team matches and 20 shots slow fire for pistol individual and team matches.

National and regional winners were named in both individual and team matches. Listed below are the tournament's national winners:

<u>EVENT</u>	<u>WINNER</u>	<u>SCORE</u>
.22 Caliber Individual . . . . . Rifle Match	P.A. Fecteau . . . . . Pratt & Whitney	198
.22 Caliber Team . . . . . Rifle Match	3M Company . . . . .	783
.22 Caliber Individual . . . . . Pistol Match (TIE)	N.R. Girardin . . . . . Pratt & Whitney	197
	R.L. Plante . . . . . Ford Motor Company	197
.22 Caliber Team . . . . . Pistol Match	Pratt & Whitney . . . . .	754
.22 Caliber Individual . . . . . Women's Rifle Match	S. Kulzer . . . . . 3M Company	196
.22 Caliber Individual . . . . . Women's Pistol Match	C. Lee . . . . . Motorola	178
10 Meter Precision Air Rifle . . . Individual Match	G.T. Kulzer . . . . . 3M Company	191
10 Meter Precision Air Rifle . . . Team Match	3M Company . . . . .	736
10 Meter Precision Air Pistol . . . Individual Match	N. Girardin . . . . . Pratt & Whitney	196
10 Meter Precision Air Pistol . . . Team Match	Pratt & Whitney . . . . .	750
10 Meter Precision Air Rifle . . . Individual Women's Match	S. Kulzer . . . . . 3M Company	186
10 Meter Precision Air Pistol . . . Individual Women's Match	S. Kulzer . . . . . 3M Company	178

NESRA CODE OF ETHICS  
AVAILABLE FOR MEMBER  
DISPLAY

Part of being a professional is living up to a set standard of excellence within your field. In keeping with its emphasis on professionalism, NESRA recently adopted a code of ethics to promote and maintain the highest standards of service and personal conduct among its members. Adherence to these standards is required for members and serves to assure public confidence in integrity and service of the employee services and recreation field. Those members wishing to display their mark of professionalism can obtain a free copy of the code (suitable for framing) from NESRA Headquarters, 2400 South Downing Avenue, Westchester, Illinois 60153.



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## THE MONTHLY NEWSLETTER FOR EMPLOYEE SERVICES AND RECREATION MANAGERS

August 1985, Vol. 15, No. 8

### ON THE WAY OUT: EDUCATIONAL ASSISTANCE?

Certain employer-provided fringe benefits for education assistance, van pools and group legal services will no longer be tax-free after 1985, reports U.S. News & World Report. Loss of tax-free benefits for employee education costs may have a negative effect on NESRA members' educational programming.

Two bills in Congress that would permanently exclude employer-provided educational assistance from employee gross income await action in House and Senate committees. H.R. 1356, introduced by Representative Frank Guarini (D-NJ), and S.558, introduced by Senator Daniel Moynihan (D-NY), would both make permanent Section 127 of the Internal Revenue Code, the educational assistance provision that expires at the end of the year. Section 127 eliminates employee taxes on the first \$5,000 in educational assistance received from employers and withholds FICA and FUTA tax on assistance that exceeds \$5,000.

NESRA members are encouraged to contact their representatives in Congress to encourage them to support these bills.

### HIKERS MAY FACE USER FEES

Hikers who are climbing into the Presidential and Franconia Ranges this summer are talking about more than the waterfall along the Ammonoosuc Ravine Trail and the steepness of the Six Husbands Trail. They are also talking about user fees, writes David Shribman in The Wall Street Journal.

There is growing sentiment that the cost of rescue missions and the maintenance of public trails ought to be underwritten by hikers themselves. And although nobody is ready to set up turnstiles or toll booths, the notion of user fees is creating a stir along the 350 miles of trails within 50 miles of Pinkham Notch.

Such disputes aren't limited to the peaks and trails of New England, however. The Reagan administration, for instance, has proposed user fees for visitors to national forests, and the issue has stirred emotional disputes in such locales as Idaho's Boise and Clearwater National Forests and the Lolo National Forest in Montana.

"The mountains have always been a symbol of freedom, and you diminish that when you start charging for it," says a former Mount Rainier guide who is a frequent climber.

CAREER ADVICE: WATCH  
YOUR BEHAVIOR DURING  
COMPANY PICNICS

Trouble may be ahead for those who don't watch their behavior at company picnics, says Andrew Sherwood, president of Goodrich & Sherwood Co., a human resources consulting firm.

While fun and games are the keys for these annual company outings, they can also be the source of a number of career hazards.

"Take it easy with alcoholic beverages," says Sherwood. Try switching to soft drinks after a beer or two. Remember - your behavior is observed by both subordinates and supervisors.

It's "dangerous career-wise to let your tongue become unhinged or raise your vocal volume," Sherwood contends. He advises not to divulge confidences you'll regret when you are back in the office on Monday morning. Another no-no: Discussing work-related problems and subjects involving other employees (especially with the boss).

Sherwood suggests being "friendly, not amorous," because summer picnic flirtations can lead to job and family problems. "Don't try to be the life of the party," he adds.

Dress for the weather, Sherwood says, but do so conservatively. Save your briefest shorts and wild T-shirts for more private parties.

"Don't try to be the star of the softball game" if you're not in shape, he advises. Sherwood notes that the boss probably won't be overjoyed if you lose a few days because of strained muscles or broken bones.

Finally, Sherwood advises not to "overstay." Unless you plan to help with the cleanup, it's wise to leave while the picnic is still on the upbeat.

"If you're moderate at this year's picnic, chances are you'll be around for next year's," he says.

Source: "Business Post," by Dorothy Newer. Syracuse Post Standard, July 26, 1985.

JOB SHARING HELPS  
WORKING MOTHERS

More companies are catching on to the benefits of job sharing, reports The Wall Street Journal.

Steelcase, Inc. in Grand Rapids, MI is formalizing a process for workers to share jobs. It now has 20 people doubling up on 10 jobs, most of which are clerical. One manager says the workers are more creative and less distracted.

Two mothers share an executive assistant job at Carter Hawley Hale Stores. Employers say that without job sharing they may lose their good workers. At Michigan's state transportation bureau, co-workers told a job-sharing mother that it wouldn't work. "Everybody's eaten their words," she says.



**National Employee Services and Recreation Association**

2400 South Downing Avenue □ Westchester □ Illinois 60153 □ (312) 562-8130

Dear NESRA Member:

NESRA is continually interested in learning more about its members and the types of programs they offer. For this reason, the following information is being requested:

1. Five (5) copies of your recreation brochure
2. One (1) copy of your company newsletter (please add NESRA to your mailing list if you have not already done so )
3. If you have a student internship program and wish to be included on a list that is provided to NESRA student members upon their request, please fill out the form below, detach and send it along with your brochures and newsletter to: NESRA, 2400 South Downing Ave., Westchester, Illinois 60153, Attn. Ken Cammarata, by September 6, 1985. Company telephone numbers will not be supplied.

Thank you for your time and consideration in this matter.

Sincerely,

*Kenneth F. Cammarata*

Kenneth F. Cammarata  
Director of Member Services

\_\_\_\_ YES, I want our company to be included on the Intership List

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Please return by September 6, 1985



WINNING A CHILDREN'S  
HALLOWEEN PARTY

Unfortunately, not all the horror stories associated with Halloween over the past few years have been fun and games. Razor blades, needles, poisons and other tampering with Halloween treats have made parents leary of allowing their children to "Trick or Treat" on October 31.

Control Data Corporation (Bloomington, MN) and North Memorial Medical Center (Robbinsdale, MN) are two NESRA member companies who have recognized the need to provide employees with a safe, fun-filled alternative to traditional trick or treating activities for their children. Both were awarded NESRA Certificates of Excellence for their Halloween parties.

Over 700 ghosts and goblins of all ages attended Control Data's Halloween party, which was run by their volunteer employee committee, Logotivities Recreation Club. Highlights of the evening included a haunted house, costume and pumpkin-carving contests and a photo booth where youngsters could get their pictures taken with ET, Big Bird or He-Man.

At North Memorial Medical Center, the Employee Resources Council sponsored the 1984 Ghostbuster's Ball, which was attended by nearly 600 employees and their children and grandchildren. In addition to a number of Halloween games and attractions, the children were entertained by a magic show and a skit performed by adult volunteers. The evening concluded with a costume parade for both kiddies and adults, after which they enjoyed a feast of "slimesicles," "marshmallowman bars" and "ghoulade" in the "Creepeteria."

"The party showed concern for the well-being of our children," noted Gloria Wilcox, employee services coordinator at the medical center.

Now's the time to start planning your company Halloween party. For more award-winning ideas and tips, contact NESRA Headquarters.

FITNESS FOR THE  
HANDICAPPED

Disabled women and men across the country are proving that handicapped people can participate--and excel--in activities ranging from aerobic dance to swimming and skiing. For example, New Yorker Paddy Rossbach, who lost a leg in an accident forty-one years ago at the age of six, ran her first mile in April 1984. Seven months later she successfully completed the NYC Marathon.

Adapting a sports or exercise program for the disabled is not as difficult as it might seem. "In many cases, all that is needed is a trained exercise partner. Every exerciser, disabled or not, begins at one fitness level and aims for a higher one; through challenging our bodies, we learn what their potential is," said Joseph P. Winnick, Ed.D., professor of physical education, State University of New York College at Brockport and co-author of Physical Fitness Testing of the Disabled: Project UNIQUE.

Source: Vogue, August 1985, published by The Conde Nast Publications Inc., Beverly Hills, CA.

START PLANNING NOW FOR  
NESRA'S 1986 ANNUAL  
CONFERENCE AND EXHIBIT

NESRA invites you to PLAN NOW to attend the 1986 Annual Conference and Exhibit and discover "Oceans of Opportunity." The conference will be held May 14 - 18 aboard the 80,000 ton, 384-stateroom RMS Queen Mary, Pier J, in Long Beach, California.

The ESROC (Employee Services and Recreation, Orange County) Chapter promises you an exciting experience in accommodations, educational sessions and sightseeing. You'll have the chance to dine under the 320-foot wingspan of the Howard Hughes Spruce Goose. Your Port Adventure will be exciting and enjoyable as you visit the marina, quaint English Village shops and restaurants, and take a personally guided tour of the Queen Mary and the Spruce Goose.

Look for more information on conference registration and accommodations in forthcoming publications and mailings.

NESRA REGIONS HOST  
CONFERENCES

Employee services and recreation managers from across the country can learn more about their field and successful management techniques while meeting their professional peers at any of four conferences sponsored by NESRA regions. Listed below are those upcoming conferences:

- \* Region III Conference & Exhibit  
September 11 - 14, 1985, Park Place Hotel, Traverse City, MI  
Contact: Mary Kennedy, (313) 225-1768.
- \* Region VII Conference & Exhibit  
September 19 - 22, 1985, Hyatt Regency Monterey, Monterey, CA  
Contact: Jody Merriam, (415) 273-3791 or Carol Piras,  
(408) 742-4273.
- \* Region VI Conference & Exhibit  
October 10 - 13, 1985, Hyatt Regency West, Houston, TX  
Contact: Candi Hernandez, (713) 797-4367.
- \* Region V Conference & Exhibit  
November 8 - 9, 1985, Thunderbird Motel and Convention Center,  
Minneapolis, MN  
Contact: Bob Crunstedt, (612) 870-5166.

LFRA: KEEPING CHAPTER  
MEMBERS INVOLVED THROUGH  
AWARD CONTEST

In celebration of its 25th anniversary, the League of Federal Recreation Associations (LFRA) is holding a contest to select an outstanding member agency from among its active membership. The winner will be honored at the chapter's Board of Directors meeting in December.

Your chapter doesn't have to wait for its next anniversary to hold an awards contest, however. This type of contest, which could be modeled after NESRA's National Awards Program, is a good way to encourage chapter participation while recognizing individual members' efforts. LFRA members, for example, gain points by participating in various chapter activities, such as attending meetings, serving on committees or submitting items for their chapter newspaper.

## JOIN PROTEST AGAINST PROPOSED TAXES ON BENEFITS

In January 1985, FMC Corporation explained the Treasury Department's tax proposals affecting employee benefits, including the elimination of 401(k) plans, to its 16,000 salaried employees in an introductory letter to the company's annual personal benefits statement. The letter, signed by FMC's chairman, urged employees to make their feelings known in Washington. According to EBPR Research Reports, Kenneth Morrissey (FMC's manager of employee benefits) said that by mid-February he had received more than 2,000 copies of letters from employees who had written to their elected representatives protesting the proposals.

NESRA members and their employees should take a cue from FMC and contact their representatives in Congress, urging them to oppose the current tax proposal. This plan would adversely affect employee benefits and many of our employee services programs, such as discount tickets and educational assistance.

Letters, mailgrams, telegrams, phone calls, personal visits and group meetings are the best ways to get your message across. If you need help on how to contact your representative, "A Guide to Communicating with Members of Congress" is available from the U.S. Chambers of Commerce. For more information on ordering copies, call the Chamber at (301) 468-5128.

For more in-depth legal assistance, NESRA has put together a legislative kit which contains an analysis of Workers' Compensation Laws, a guide on how to lobby your state legislature, and other books and pamphlets to keep you well-informed. To order your kit (\$40 for members), contact NESRA Headquarters.

## START PLANNING NOW FOR NESRA'S 1986 ANNUAL CONFERENCE AND EXHIBIT

NESRA invites you to PLAN NOW to attend the 1986 Annual Conference and Exhibit and discover "Oceans of Opportunity." The conference will be held May 14 - 18 aboard the 80,000 ton, 384-state RMS Queen Mary, Pier J, in Long Beach, California.

Employee services managers who are putting together next year's budget can plan on conference registration costing approximately \$225 for NESRA members. Rooms are \$77 per night. Look for more information on conference registration and accommodations in forthcoming publications and mailings.

## WELLNESS PROGRAMS PAY OFF

Health-care costs can drop because of a corporate "wellness" program, reports The Wall Street Journal.

Tenneco, Inc. reports that insurance claims for exercising women workers in 1983 averaged less than half those of women who didn't exercise. The same was generally true about male workers. Absenteeism for men and women who exercised was far less than for those who didn't, Tenneco adds. Besides a drop in health-care costs, the company says, productivity rose. In Houston, Tenneco has a fitness center.

Shell Oil says its programs are "cost effective" for the company. USAA, an insurance company, says its exercise programs have significantly cut health-care costs. But some others say the saving is difficult to figure. "I don't know if companies will ever be able to do that," says a Rockwell International Corp. official.

Xerox Corp. says the benefits from its health programs are so "apparent," but proving it would be costly.

## HOW TO CONDUCT A SUCCESSFUL MEETING

- 1) Start on time, no matter what.
- 2) Be enthusiastic. It's contagious.
- 3) Use body language that says you're in charge. Sit tall. — at people directly.
- 4) Speak with authority.
- 5) Don't hesitate. Keep the meeting moving with questions, discussion, probes. Keep on the track.
- 6) Avoid the Seven Deadly Sins of Meeting Leaders: Resenting questions, monopolizing the meeting, playing the comic, chastising someone in public, permitting interruptions, using control, coming unprepared (the greatest sin).
- 7) Orchestrate and pace the meeting with your agenda.
- 8) Don't send a full agenda in the meeting invitation.
- 9) Listen. Be diplomatic and considerate.
- 10) Dig for weaknesses and strengths.
- 11) Use humor that comes naturally, out of exchange.
- 12) Praise people. Thank them.

Submitted by: Randy Schools, CESRA, NESRA Region II Director



National Employees Services and Recreation Association

2400 South Downing Avenue • Westchester • Illinois 60138 • (312) 662-4150

Dear NESRA Member:

In a recent survey, we asked our members if they would like to see NESRA develop a Peer Network Directory. 97% of those who completed the survey said they would. As a result, NESRA is currently developing such a Directory which will be part of the 1986 Membership Directory.

If you need ideas on a particular problem or are thinking about starting a new program, this directory will supply you with names of NESRA member experts who you can call for advice. Member addresses and phone numbers will be included in the membership directory section for easy cross-reference.

To help this become a reality, NESRA needs YOU to volunteer your expertise as a peer counselor. On the reverse side is a list of program subjects. Check off those items which you would be willing to share knowledge with your peers and return the form to NESRA. We will compile the results and publish the list of counselors in our 1986 Membership Directory.

Please return the completed form to NESRA no later than October 4. We hope you will participate in this important service for all NESRA members.

**VERY IMPORTANT!** Please include your name, company name and number of employees on the form.

Thank you for your cooperation.

Sincerely,

*Kenneth J. Cammarata*

Kenneth F. Cammarata  
Director of Member Services



Please volunteer your expertise in the areas below in which you are willing to share your experience with other NESRA members.

Return this form to NESRA Headquarters, 2400 South Downing Avenue, Westchester, Illinois 60153 by October 4.

**VERY IMPORTANT!** Please include your name, company name and number of employees.

Your Name \_\_\_\_\_

Company \_\_\_\_\_

Number of employees \_\_\_\_\_

- |   |   |
|---|---|
| <input type="checkbox"/> Awards/Recognition Programs      | <input type="checkbox"/> Marathons/Fun Runs                 |
| <input type="checkbox"/> Blood Drives                     | <input type="checkbox"/> Motivation - Staff                 |
| <input type="checkbox"/> Budgeting                        | <input type="checkbox"/> Motivation - Volunteers            |
| <input type="checkbox"/> Chapter Administration           | <input type="checkbox"/> Newsletters                        |
| <input type="checkbox"/> Child Care Programs              | <input type="checkbox"/> Non-Job Related Education Programs |
| <input type="checkbox"/> Children's Programs              | <input type="checkbox"/> Nutrition                          |
| <input type="checkbox"/> Christmas Parties                | <input type="checkbox"/> Offroading                         |
| <input type="checkbox"/> CPR/First Aid Training           | <input type="checkbox"/> Open Houses                        |
| <input type="checkbox"/> Community Relations              | <input type="checkbox"/> Picnics                            |
| <input type="checkbox"/> Company Libraries                | <input type="checkbox"/> Preretirement Planning             |
| <input type="checkbox"/> Company Stores                   | <input type="checkbox"/> Programming without Facilities     |
| <input type="checkbox"/> Computerization                  | <input type="checkbox"/> Promotion/Publicity                |
| <input type="checkbox"/> Discount Services                | <input type="checkbox"/> Recruitment - Staff                |
| <input type="checkbox"/> Employee Assistance Programs     | <input type="checkbox"/> Recruitment - Volunteers           |
| <input type="checkbox"/> Employee Interest Surveys        | <input type="checkbox"/> Retiree Programs                   |
| <input type="checkbox"/> Employee Recreation/Associations | <input type="checkbox"/> Ride Sharing                       |
| <input type="checkbox"/> Equipment Rental                 | <input type="checkbox"/> Special Interest Clubs             |
| <input type="checkbox"/> Facilities Construction          | <input type="checkbox"/> Stress Management                  |
| <input type="checkbox"/> Facilities Maintenance           | <input type="checkbox"/> Stressor Breaks                    |
| <input type="checkbox"/> Facilities Management            | <input type="checkbox"/> Teamfests                          |
| <input type="checkbox"/> Fitness with Facilities          | <input type="checkbox"/> Tournament Scheduling              |
| <input type="checkbox"/> Fitness without Facilities       | <input type="checkbox"/> Travel Programs                    |
| <input type="checkbox"/> Fitness Trials                   | <input type="checkbox"/> Training - Staff                   |
| <input type="checkbox"/> Fund Raising Techniques          | <input type="checkbox"/> Training - Volunteers              |
| <input type="checkbox"/> Health Fairs                     | <input type="checkbox"/> United Way Campaigns               |
| <input type="checkbox"/> Incorporation                    | <input type="checkbox"/> Worker's Compensation              |
| <input type="checkbox"/> Intern Programs                  |   |
| <input type="checkbox"/> Liability                        |   |
| <input type="checkbox"/> Management Presentations         |   |

## —QUE PROGRAMMING IDEAS

Special thanks go to all NESRA members who sent their company brochures and newsletters -- please keep 'em coming! Here's a round-up of some unique programming ideas we found in these publications:

- Yale-New Haven Hospital in New Haven, Connecticut, holds an employee financial fair to inform workers about investment and financial opportunities. Representatives from the U.S. Treasury, Social Security and various income and tax shelter services are available at the fair to help employees plan savings goals, develop home budgets and consider future financial needs.
- This fall will mark the premiere of the First Annual "Xerox Star Search". All Xerox (Rochester, New York) employees, family members and retirees are invited to strut their stuff in this company talent show. Among the acts being planned: mime, singing and dancing, lip sync, theatrical and music groups.
- "How to Shape Your Body" and "Athletic Injuries: Prevention and Treatment" are among the latest health and fitness topics being discussed at Daniel Corp. in Greenville, South Carolina. On the first Friday of each month, employees are invited to grab their lunch and then listen to some food for thought from a fitness-expert guest speaker in the company cafeteria.
- Employees at MA-Com Linkabit, Inc. in San Diego participate in self-defense classes. Both the females and males who have attended are raving about the lessons -- they report that the classes teach them how to avoid becoming a victim, and what to do if you are attacked.
- The City of Lakewood (Colorado) finds that nothing is too trivial for their employees -- including a Trivial Pursuit Tournament in which winners are awarded trophies. For less competitive employees, Lakewood offers a lunchtime walking group. As an extra incentive, their wellness program gives awards for the number of miles walked.
- Gateway Apparel in St. Louis helps their employees feel special with "The Most" Contest. Employees enter in some crazy -- and not so crazy -- categories like The Most Shoes, Employee with the Longest Name, The Most Dirt on Car, The Most Grandchildren, and The Employee Married the Most Years. Winners are publicized in the company newsletter.
- Intermediate and advanced tennis students in the General Dynamics Recreation Association (Fort Worth, Texas) are given lessons which incorporate tennis aerobics to help improve their game. They can also participate in a video taping session so they can learn better stroke techniques.
- Special recipes, live music, arts and crafts, a country-western band and loads of fun are served up Texas-style at Texas Instruments' Texins Chili Cook-Off. Employees vie for the title of best chili maker (last year's winner won with his "Be Bop Chili"), and proceeds go to a local charity.

MAKE PROFESSIONAL  
CERTIFICATION  
YOUR GOAL IN 1986 --  
BECOME A CESRA

Did you know that NESRA has a national certification program? Becoming a Certified Employee Services and Recreation Administrator (CESRA) is a mark of personal achievement and professional distinction. All CESRAs receive an official plaque and are honored at the annual conference.

To learn how you can become a CESRA, call Ken Cammarata, director of member services, at (312) 562-8130.

GIVE THE GIFT OF  
HEALTH

Many NESRA members have been buying personal copies of The Traveler's Fitness/Health Directory, a guide to hotels with fitness facilities across the country. But don't forget that employees throughout your company need their own directory. By giving or selling copies to them, you'll be promoting good fitness habits.

Here are some ideas on how you can give the gift of health:

- \* Give The Traveler's Fitness/Health Directory to your boss, top management, sales staff and other employees who travel frequently.
- \* Sell the directory in your employee services dept. or company store. Publicize it in your company newsletter.
- \* Buy in quantity at a discount, and then sell to employees as a fundraiser. This could be a good fundraiser for NESRA chapters as well.
- \* Sell copies in your fitness center or exercise room.
- \* Give the directory as an award to employees who walk so many miles, lose an allotted amount of pounds or reach their individual fitness goals.

For more information on The Traveler's Fitness/Health Directory and how to order copies, contact NESRA Headquarters.

CHAPTER EXCHANGE:  
SPICING UP YOUR  
CHAPTER MEETINGS

The Philadelphia Association for Employee Recreation & Services (PHIL/AERS), one of NESRA's newest and fastest growing chapters, added two new features to enhance their monthly meetings: "Hot Happenings" -- a time for anyone to stand up and briefly share any especially successful or exciting activity or event they experienced; and "Association Action" -- a time for any associate to offer an example of their goods or services as a gift to a member selected by chance. For more information on PHIL/AERS or their monthly meetings, contact Jim Alexander, McNeil Pharmaceutical, at (215) 628-5760.



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## THE MONTHLY NEWSLETTER FOR EMPLOYEE SERVICES AND RECREATION MANAGERS

October 1985 Vol. 15, No. 10

### NESRA MEMBERSHIP SURVEY RESULTS

Highlights of NESRA's 1985 membership survey:

- \* Of the NESRA members responding to the survey, 38% said that discount products and services are the fastest growing aspect of their company's program. Following that, 19% of the respondents claimed fitness/wellness programs as the fastest growing aspect.
- \* Both specific programming ideas and information sharing/networking were suggested by 18% of the respondents as areas in which NESRA could become involved.
- \* 30% of the respondents would like to see the NESRA Education & Research Foundation do a research study on the positive, tangible results derived from a company's employee services and recreation program.
- \* When asked what continuing education topics they would like to see offered at NESRA conferences, 27% of the respondents asked for management and administrative courses.
- \* One third of the responding members attended the 1985 conference. The main reason for attending, according to 25% of the respondents, was to gain new ideas. Of those who did not attend, 31% cited lack of company funding.
- \* Our most commonly used services are the monthly magazine, Employee Services Management, and the monthly newsletter, Keynotes. These services received a 99% positive response from those members answering the survey.
- \* Of the respondents, 26% were not aware that NESRA offers assistance with student intern programs.
- \* Auto (32%) and hotel chains (18%) are two products/services which respondents would like NESRA to make available.
- \* Of those members who requested resource information from NESRA Headquarters, 86% felt the response was timely, and 86% responded that the information sent was useful.

(Compiled by Lisa Smith, NESRA recreation intern)

## VOLUNTEERS: THE HEARTBEAT OF EMPLOYEE PROGRAMS

According to the latest Gallup Poll, more than 92 million people are engaged in some type of volunteer activity. That's 64% of the American population.

Each year the President proclaims "National Volunteers Week". At Nationwide Insurance in Columbus, Ohio, Sue Potter, Human Resources Service Manager, takes advantage of this particular week to acknowledge the 500 volunteers who make their activities association so successful.

Among the highlights of their "NIAA Volunteer Day" are slide presentations in the employee lounge of various activities held throughout the year; an appearance by their CEO, John Fisher, at which time he presents each volunteer with a silk carnation and volunteer ribbon; and enlarged displays of proclamations from the governor and mayor and a letter from President Reagan commending the NIAA volunteers.

"Your involvement exemplifies the highest tradition of service to others and enhances the lives of all our citizens," Reagan wrote to Nationwide's volunteers.

NESRA members can give their employee volunteers the recognition they deserve by holding a "volunteer day". The time volunteers spend and their willingness to serve their fellow employees heightens company morale and provides a sense of togetherness.

## SHAPE UP FOR SKIING

Now's the time to start planning those winter ski trips -- and it's also time to get in gear for the ski season.

The Coors Wellness Center is ensuring that their employees will be in shape for the 1985-86 ski season by offering a Ski Fitness Class. To encourage exercise, \$10 of ski club dues will be refunded to any employee completing the class.

## THE DIFFERENCE BETWEEN A "BOSS" AND A "LEADER"

There's a world of difference between being a boss and being a leader, according to Fred H. Pryor in Boardroom Reports. Here's how to tell one from the other:

- \* Bosses drive -- leaders coach.
- \* Bosses inspire fear -- leaders inspire enthusiasm.
- \* Bosses fix blame -- leaders fix.
- \* Bosses say "Go" -- leaders say "Let's go".

198 ~~==~~  
 NESRA CONTESTS/TOURNA ~~==~~/AWARDS PROGRAM  
 SCHEDULE

Program	Dates	Company Entry Fee	Coordinator	Co-Sponsor	Prizes	Information Mailed Out
Rifle-Pistol	November 1 - April 15	Individual Fee - \$2.50 Per Entry Team Matches - \$8.00 Per Team	John Grubar 202/828-6000	National Rifle Association	Trophies	October
Fishing Contest	January 1 - December 31	\$20.00	Dale Hails 416/560-5886	American Fishing Tackle Manufacturers Association	Gift Certificates and Merchandise	December
Awards Program	January - March	Individual Entry Fees For Each Award	NESRA Headquarters 312/562-8130		Certificates and Plaques	December
Bowling Tournament	February 1 - March 19	\$20.00	Jack Jarvis 414/457-4441	Brunswick Recreation Centers	Trophies Bowling Balls Other Prizes To Be Confirmed	January
Photography Contest	February 1 - April 15	\$20.00	George Stark 314/872-6400	To Be Confirmed	To Be Confirmed	January

## SIG SHOTS

**.22 Rifle**—Unlimited sighting shots on the sighting bullseye provided on target. May be taken between record shots if desired. No extra time allowed.

**.22 Pistol, Air Rifle and Air Pistol**—No sighting bullseye provided.

## PRACTICE BEFORE RECORD FIRING

Unlimited for both rifle and pistol.

## SPOTTING SCOPES

Competitors and coaches may use spotting scopes for observing targets.

## COACHING

Coaching is permitted during the team matches. No coaching is allowed during the individual matches.

## IMPORTANT NOTICE

In order to maintain the highest possible standards in all NRA sponsored or co-sponsored postal matches, the NRA reserves the right to investigate unusually high scores submitted by competitors of unknown ability (no current shoulder-to-shoulder classification on file, etc.) and to observe a firing of substantiating scores. This re-firing will be accomplished in the presence of an NRA appointed witness.

Failure on the part of the competitor in individual matches or club officials in team matches to cooperate will result in disqualification. Failure to approximate the original scores when the substantiating scores are fired will result in the NRA recording *only* the substantiating scores.

Protection for eyes and ears recommended during all shooting.

## 1985 NESRA-NRA POSTAL MATCH WINNERS

### .22 Caliber Individual Rifle Match

72 Fired

1. P. A. Fecteau, Menden, CT Pratt & Whitney	198
2. R. S. Haydon, Tacoma, WA Boeing Co.	197
3. P. Czech, Canton, MI Ford Motor Co.	197
4. P. Durben, St. Paul, MN 3M Co.	197
5. R. T. Kralia, Woodbury, MN 3M Co.	197
6. E. R. Saltus, Jr., Englewood, CO Public Service of Co.	196

### .22 Caliber Rifle Team Match

17 Fired

1. 3M Company	783
2. Ford Motor Co.	770
3. Pratt & Whitney	757

### .22 Caliber Individual Pistol Match

154 Fired

1. N. R. Girardin, E. Hartford, CT Pratt & Whitney	197
2. R. L. Plante, Westland, MI Ford Motor Co.	197
3. E. Rabczy, Stratford, CT Remington Arms	196
4. M. J. Hause, Detroit, MI Ford Motor Co.	195
5. D. Heisler, Vernon, CT Pratt & Whitney	190
6. D. R. Plante, Westland, MI Ford Motor Co.	190
7. W. Schubert, Glastonbury, CT Pratt & Whitney	190
8. W. W. Shope, Dearborn, MI Ford Motor Co.	190
9. R. A. Davis, Albuquerque, NM Sandia Nat'l Labs	187
10. R. King, Willington, CT Pratt & Whitney	186
11. S. W. Smith, Talcottville, CT Pratt & Whitney	186

### .22 Caliber Pistol Team Match

34 Fired

1. Garrett Turbine Engine Co.	772
2. Pratt & Whitney	754
3. Ford Motor Co.	750
4. Lara Gun Club Gold	744

### .22 Caliber Rifle Individual Women Match

11 Fired

1. S. Kulzer, Maplewood, MN 3-M Co.	196
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### .22 Caliber Pistol Individual Women Match

13 Fired

1. C. Lee, Phoenix, AZ Motorola Inc.	178
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### 10 Meter Precision Air Rifle Individual Match

33 Fired

1. G. T. Kulzer, Maplewood, MN 3M Co.	191
2. P. Durben, St. Paul, MN 3M Co.	187
3. D. L. Tesselle, Royal Oak, MI Ford Motor Co.	183

### 10 Meter Precision Air Rifle Team Match

1. 3-M Co. Maplewood, MN	736
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### 10 Meter Precision Air Pistol Individual Match

51 Fired

1. N. Girardin, E. Hartford, CT Pratt & Whitney	196
2. D. R. Plante, Westland, MI Ford Motor Co.	190
3. W. W. Shope, Dearborn, MI Ford Motor Co.	190
4. F. Stadneyer, Hebron, CT Pratt & Whitney	189

### 10 Meter Precision Air Pistol Team Match

12 Fired

1. Pratt & Whitney	750
2. Lara Gun Club Gold	741

### 10 Meter Precision Air Rifle Individual Women Match

1 Fired

1. S. Kulzer, Maplewood, MN 3-M Co.	186
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### 10 Meter Precision Air Pistol Individual Women Match

1 Fired

1. S. Kulzer, Maplewood, MN 3-M Co.	178
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# NESRA



# 1986 NRA-NRA AND N





# GENERAL CONDITIONS AWARDS

The awards listed below will be awarded for each match listed in this program.

## NATIONAL AWARDS

**Individual Matches**—The NESRA-NRA Individual Award to the winner. Additional awards on the basis of one award for each fifteen competitors entered.

**Team Matches**—The NESRA-NRA Team Award for each team member of winning team. Additional awards on the basis of one set of awards for each ten teams entered.

## REGIONAL AWARDS

Awards are offered for each of the NESRA regions. There must be at least ten individuals or 5 teams competing in a Region before a first place award can be issued.

**Individual Matches**—An award to each match winner. Additional awards on the basis of one award for each ten competitors entered.

**Team Matches**—An award to each member of winning team in each match. Added awards on the basis of one set for each five teams entered.

Regional awards won by winners of National Awards will be passed down to next high scoring eligible individual or team.

**NOTE**—A competitor may fire only once in the same match. No competitor may fire on more than one team in the same match.

## BULLETINS

A bulletin listing all scores will be printed and mailed to all NESRA member companies entering these matches.

## ELIGIBILITY

**Individual Matches**—Employees or dependents of any NESRA member.

**Team Matches**—One or more teams composed of four persons from each NESRA member company, including dependents and retirees.

**Women's Matches**—For Women NESRA members only. Only entrants in these matches will be considered for the special awards to women.

**BE SURE** you enter the correct match.

## ENTRIES

Entries in these matches are made to the National Rifle Association Competitions Division, 1600 Rhode Island Avenue, N.W., Washington, D.C. 20036.

When entries are received by the NRA, material will be sent to the person making entry.

## ENTRY CLOSING DATE

Entries may be made any time providing targets are fired and received by the NRA by April 1st, 1986.

## FIRING

Any time after material received from the NRA. Companies may fire the individual match first and use these scores as a basis for selecting the team members.

## ENTRY FEE

**Individual Matches**—\$2.50 per entry.

**Team Matches**—\$8.00 per team.

Entry fees to be paid to the NRA and sent with entry form.

## RULES

In all cases *not covered* by these conditions, the current NRA Smallbore Rifle, Pistol, International Rifle and International Pistol Rules, as applicable, will apply. NRA Rule Books may be obtained from the National Rifle Association at \$1.00 each.

## MATCHES

- No. 1—22 Rifle Individual
- No. 2—22 Rifle Team
- No. 3—22 Pistol Individual
- No. 4—22 Pistol Team
- No. 5—22 Rifle Individual—Women
- No. 6—22 Pistol Individual—Women
- No. 7—Air Rifle Individual
- No. 8—Air Rifle Team
- No. 9—Air Pistol Individual
- No. 10—Air Pistol Team
- No. 11—Air Rifle Individual—Women
- No. 12—Air Pistol Individual—Women

## COURSE OF FIRE

**22 RIFLE**—Individual Match—10 shots prone and 10 shots standing at 50 feet.

**Team Match**—10 shots prone and 10 shots standing at 50 feet for each of four team members.

**22 PISTOL**—Individual Match—20 shots slow fire at 50 feet.

**Team Match**—20 shots slow fire for each of four team members.

**AIR RIFLE**—Individual Match—20 shots standing at 33 feet (10 meters).

**Team Match**—20 shots standing at 33 feet for each of four team members.

**AIR PISTOL**—Individual Match—20 shots slow fire at 33 feet (10 meters).

**Team Match**—20 shots slow fire at 33 feet for each of four team members.

## DISTANCE

**22 Rifle and Pistol**—50 feet.

**Air Rifle and Pistol**—33 feet (10 meters).

All distances are measured from firing line to target. Firing may be indoors or outdoors.

## TIME LIMITS

**22 Rifle**—Firing time is 10 minutes per target of 10 record shots in both prone and standing positions.

**22 Pistol**—Firing time is 5 minutes per target of 5 record shots (5 shots per target).

**Air Rifle and Pistol**—Firing time is 7½ minutes per target of 5 record shots (5 shots per target).

## TARGETS

**22 Rifle**—Official NRA 50 foot, 11 bullseye target (A-17).

**22 Pistol**—Official NRA 50 foot slow fire pistol target (B-2).

**Air Rifle**—Official NRA 33 foot (10 meter) 5 bullseye target (AR-1/5).

**Air Pistol**—Official NRA 33 foot (10 meter) precision air pistol target (B-32).

Targets WILL NOT be provided by the NRA. These may be acquired locally or NRA will provide a list of target manufactures on request. Official Seals will be provided which must be placed on the back of each target before firing. **Targets received by NRA without this seal will not be scored.** Targets required are as follows depending upon the matches entered.

Match	No. of targets required per individual/team	Type
1. 22 Rifle Individual	2	A-17
2. 22 Rifle Team	8	A-17
3. 22 Pistol Individual	4	B-2
4. 22 Pistol Team	16	B-2
5. 22 Rifle Ind. Women	2	A-17
6. 22 Pistol Ind. Women	4	B-2
7. Air Rifle Individual	4	AR-1/5
8. Air Rifle Team	16	AR-1/5
9. Air Pistol Individual	4	B-32
10. Air Pistol Team	16	B-32
11. Air Rifle Ind. Women	4	AR-1/5
12. Air Pistol Ind. Women	4	B-32

## SCORING

All targets will be scored by NRA Official Scorers and all scores will be final.

## POSITIONS

**22 Rifle**—The standing position (NRA Smallbore Rifle Rule 5.12) is permitted.

**22 Pistol**—Standing with no artificial support (NRA Pistol Rule 5.12).

**Air Rifle**—The standing position (NRA International Rifle Rule 5.12) is permitted.

**Air Pistol**—Standing with no artificial support (NRA International Pistol Rule 5.12).

## EQUIPMENT

**22 Rifle**—Any 22 caliber rimfire rifle, NRA Smallbore Rifle Rule 3.2.

**22 Pistol**—Any 22 caliber rimfire pistol or revolver, NRA Pistol Rule 3.4.

**Air Rifle and Air Pistol**—177 through 22 caliber CO<sub>2</sub> guns, pneumatic or spring type air guns with rifled barrels.

## SIGHTS

Metallic sights only.

## 1986 ANNUAL NESRA-NRA POSTAL MATCHES

### INSTRUCTIONS

Fill out this entry form and send with entry fees to the National Rifle Association, Competitions Division, 1600 Rhode Island Ave., N.W., Washington, D.C. 20036

Match Number	Match Name
1	22 Rifle Individual
2	22 Rifle Team
3	22 Pistol Individual
4	22 Pistol Team
5	22 Rifle Individual—Women
6	22 Pistol Individual—Women

Number of Entries

Match Number

Match Name

Number of Entries

Air Rifle Individual	_____	at \$2.50 each
Air Rifle Team	_____	at \$8.00 each
Air Pistol Individual	_____	
Air Pistol Team	_____	
Air Rifle Individual—Women	_____	
Air Pistol Individual—Women	_____	
INDIVIDUAL MATCHES—number entered	_____	
TEAM MATCHES—number entered	_____	
Total Entry Fee	_____	

SEND TO The

NAME (Print)

STREET ADDRESS

CITY

STATE

ZIP CODE

☐ Send information for affiliating a rifle & pistol club with the NRA.

(Name of NESRA Member Company)

How to volunteer for various non-profit organizations . . . where to donate a pint of blood . . . what local theater group is looking for "stars" . . . The Pitney Bowes monthly newsletter, Community Events and Services, answers these questions and more. "We believe that it is very important for both a corporation and its employees to be involved in the community," said Pitney Bowes Chairman and President George B. Harvey. "Pitney Bowes encourages employee participation by informing employees of the diverse opportunities available to them."

After reading Community Events and Services, Pitney Bowes employees have volunteered their services for a variety of activities. Among the offerings have been the opportunity to serve as an arbitrator for motor vehicle disputes under the auspices of the Connecticut (Automobile) Lemon Law; to dance all night and day, too, for the Stamford Easter Seal Rehabilitation Center marathon; and to dig for prehistoric Indian artifacts on an authentic archaeological excavation in Connecticut.

Constance Scanley, editor of the newsletter, said one of her most satisfying experiences during her tenure resulted from an item which requested volunteers for an adult probation program. One employee who had responded called to report that he had been accepted as a volunteer. "He confided that he had a police record from his youth," Scanley said. "Now married and a father, he welcomed the opportunity to pay society back for giving him a second chance."

By publicizing community projects in which Pitney Bowes is involved, the newsletter plays a part in the success of these programs. Pitney Bowes people responded enthusiastically to a casting call in Community Events and Services for "Corporate Follies", a variety show for senior citizens presented by the employees of Stamford corporations. Several Pitney Bowes employees joined the cast as singers, dancers and actors, while a dozen more provided transportation, baked cookies and ushered.

In addition to informing employees about opportunities to give of their time and energy, the newsletter also publicizes programs through which employees can share more tangible objects with others. For example, an item in Community Events and Services discussed Project Homeshare. A practical housing alternative, the program matches a home "provider" with a home "seeker", particularly the elderly. For those employees wishing to register as organ donors, the newsletter provided the address for information on the American Liver Foundation's "Give the Gift of Life" program.

If your company doesn't currently offer an employee newsletter, why not consider starting one? If a newsletter already exists, help your employees and your community by publicizing community events and projects.

## PLANTING THE NESRA SEED

Have you thought about starting a NESRA chapter in your area? A local chapter gives you the opportunity to meet on a regular basis with your peers to exchange ideas, knowledge and experiences. Interaction and exchange of information will assist you in becoming a more effective employee services manager.

NESRA has been active in helping local groups form the 37 chapters flourishing today. Available for those interested is a Chapter Development Manual, which outlines a step-by-step approach to forming a NESRA chapter. The manual contains sample chapter bylaws, an organization chart, a timetable of organization, sample invitation letters, suggested program topics and application forms. In addition to the manual, NESRA can supply groups with local prospective members, copies of Employee Services Management magazine and Keynotes newsletter for distribution at the initial meeting, and often, guest speakers.

NESRA and its local chapters work as partners to promote the principles of effective employee services and recreation management on both the national and local levels. Currently there are groups interested in forming a chapter in Pittsburgh and York, Pennsylvania; Muncie, Indiana; Charlotte, North Carolina; Memphis, Tennessee; Orlando and Tampa, Florida; and Albuquerque, New Mexico. For more information on forming a local NESRA chapter in these or other areas and a copy of NESRA's Chapter Development Manual, write to NESRA Headquarters.

## FREE INTERN LIST AVAILABLE FROM NESRA

A student intern can be an invaluable asset to any employee services and recreation department. Interns can assist in programming and help start projects which have been on the "back burner" for lack of staff time.

For a list of universities which can provide your company with a recreation intern, write Ken Cammarata, director of member services, at NESRA Headquarters.

## CHAPTER EXCHANGE: TIPS ON RECRUITING NEW MEMBERS

The Greater Phoenix I.R.C. offers these ideas for recruiting new members: 1) Chapter newspaper, 2) Flyers for bulletin board distribution, and 3) If an associate member candidate brings two regular member applications with them, allow them to bypass a waiting list. If the associate does not have two regular candidates, then put them on a waiting list. This method has worked well for the Phoenix chapter -- they maintain a 2:1 ratio of regular members to associates. Finally, perhaps the best method for recruiting new members is the ever-powerful word of mouth!

How does your chapter recruit new members? Send your ideas to Sue Potter, NESRA Region II Director, Nationwide Mutual Insurance Company, 1 Nationwide Plaza, Columbus, Ohio, 43216. This information will be shared with each chapter.



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## THE MONTHLY NEWSLETTER FOR EMPLOYEE SERVICES AND RECREATION MANAGERS

November 1985, Vol. 15, No. 11

### NESRA NATIONAL ELECTION RESULTS

Don Strosnider, CESRA and Executive Director of the DuPont Operations Recreation Association at the Savannah River Plant, has been elected to the office of President-Elect effective January 1, 1986. Strosnider has been a member of NESRA for six years and is currently Vice President, Finance and Treasurer.

In the race for Vice President, Membership Development, Rebecca Gregory, CESRA and Administrator of Employee Services, Rockwell International Collins Division in Cedar Rapids, has emerged victorious.

Robert Crunstedt, CESRA and Manager of Recreation Services at Honeywell, Inc., in Minneapolis, will retain his position as Vice President, Member Services.

Finally, for the office of Vice President, Fitness and Health, Randy Schools, CESRA and General Manager of the Recreation and Welfare Association at the National Institutes of Health, has been elected.

### UNFUNDED LIABILITY MAY THREATEN RETIREE HEALTH PLANS

The growing unfunded liability of retiree health plans may deter employers from promising this benefit to workers, according to an Employee Benefit Research Institute report.

The U.S. Department of Labor estimates that unfunded liability for retiree coverage may have reached \$125 billion in 1983 and predicts a \$5 billion increase each year. Funding these retiree plans could increase the employer cost of health insurance four to fifty times the amount currently paid annually for retiree and active-worker coverage.

Some employers may have already stopped providing retiree health benefits, in part because of the potentially high liability. Tabulations of survey data collected by the Bureau of Labor Statistics indicate that among medium and large establishments, the percentage of employees promised health insurance during retirement declined nearly 2 percent between 1980 and 1984.

Source: Employee Benefit Research Institute, 2121 K Street N.W., Suite 860, Washington, D.C. 20037-2121.



## SICK CHILD CARE PROGRAMS

When a child gets sick, what options does the working parent have?

Not many, according to Stanford researcher Karen Skold. While employer interest in child care has increased, few have addressed the workplace problems caused by child illness.

"Most working parents have no acceptable alternative to staying home when their children are sick. While this may be desirable, it's not always realistic in today's society."

Skold offers employers the following suggestions to remedy the sick child care problem:

- Employers should create flexible absence policies that recognize the employee's need to care for a sick family member. Currently, 33% of office employees and 12% of non-office workers receive this benefit.
- Employers should work with community groups in developing sick child care services and, once established, share the cost with employees.

"The main advantage of allowing employees to care for a sick family member without job penalty is the improvement in morale that occurs when workers no longer feel they have to lie about the reason for their absence," explained Skold.

Source: Stanford University News Service, Stanford, California—94305.

## A GUIDE TO THE GOVERNMENT MAZE

Most of us seldom use government resources because we don't really know what's offered or how to access available services.

A new guide published by the Government Printing Office may help, as it was designed as a "user's manual" to the U.S. Government.

The guide lists agencies, programs and officials; gives sources of information on everything from employment and government contracts to films and other services; and includes useful appendices such as "Commonly Used Abbreviations and Acronyms."

Simply titled "United States Government Manual," the 933-page guide sells for \$15. Write the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Or telephone "Order Desk Inquiries" at 202/783-3238.

Source: Insight, 3600 New York Ave. N.E., Washington, D.C. 20002.



**National Employees Services and Recreation Association**

2400 South Downing Avenue □ Westchester □ Illinois 60153 □ (312) 562-8130

Dear NESRA Member:

It's that time of year again to make plans to enter your company in the NESRA-AFTMA Annual Fishing Contest for 1986. Rules outlining the contest are on the back of this letter.

The American Fishing Tackle Manufacturers Association (AFTMA) is again sponsoring this year long event. Trophies and prizes will be awarded to all winners in each division. There will be a \$20.00 company entry fee which enables any employee in your organization to participate at no cost. Please submit your check and a copy of the company entry form below. Upon receipt, NESRA will send you participant entry forms.

We are looking forward to your participation so - ENTER NOW! The contest runs January 1 - December 31, 1986. The closing date for entering your company is January 31, 1986. Your employees will be eligible to enter any fish caught after your company has entered.

This is a tremendously successful fishing contest. We urge you to provide it to your employees and encourage them to enter as often as they wish. If you have any questions, please contact Ken Cammarata, Director of Member Services at NESRA, 312/562-8130 or me at 416/560-5886.

Thank you for your participation!

Sincerely,

*Dale Hails*

Dale Hails, CESRA  
Tournament Coordinator

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COMPANY ENTRY FORM

I am enclosing the \$20.00 entry fee which will enable any employee in my organization to participate in the 1986 NESRA-AFTMA Employee Fishing Contest.

Please PRINT or TYPE the following information:

NAME \_\_\_\_\_ TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_ ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

Please make all checks payable to NESRA and mail to NESRA Fishing Contest, 2400 South Downing Avenue, Westchester, Illinois, 60153 prior to January 31, 1986.

-over-

## NESRA FISHING CONTEST RULES

To enter the National Employee Services and Recreation Association and American Fishing Tackle Manufacturers Association's nationwide contest:

1. You must be a full-time employee or family member of a member company of NESRA.
2. You may compete for a prize in any of the following classifications:

### FRESH WATER DIVISION

Smallmouth Bass	White Perch
Largemouth Bass	Salmon
Bluegill	Lake Trout
Muskellunge	Rainbow Trout
Northern Pike	Walleye
Perch	

### SALT WATER DIVISION

Dorado	Redfish (Red Drum)
Flounder	Tarpon
Marlin	

3. Your catch must be caught legally with a rod and reel from any waters within the United States, Canada and Mexico.
4. The contest will be open from 12:01 a.m. January 1 to 12:00 midnight December 31.
5. All entries must be received by the contest coordinator not later than thirty days after the fish is caught.
6. To be eligible entries must be post-marked not later than midnight December 31st.
7. Fishing contest coordinators are required to send in the company entry form and entry fee of \$20.00 so that their employees can participate at no cost.

8. Company entries must be received prior to January 31. Participant entry forms will be returned to the company coordinator for distribution.

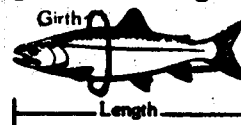
9. All fish entered must be legally caught on rod, reel, line or ice fishing rig and must be hooked and played by one person.

10. Fish must be weighed on a government inspected scale and measured accurately as shown below:

The girth measurement should be taken by measuring around the widest part of the fish. The length should be measured from the extreme tip of the jaw to the tip of the tail.

Entries will be ranked according to:

- 1) Weight    2) Length    3) Girth



11. Entry forms must be completed by the witness. Incomplete forms will not be valid and will be returned to the entrant.
12. A proper witness will be a Justice of the Peace, Commissioner of Oaths, Conservation Officer or Deputy, Post Master, Clergyman, Resort Owner, Resort or Store Operator, Police Constable, or Notary.
13. If the contest coordinator requires further information regarding an entry, such information will be provided by the entrant if and when it is requested.
14. All entries must be accompanied by a clear photo. The photo should be a side view of the catch.

## COLD WEATHER EXERCISING

The winter season is no time to stop exercising, but some special precautions should be observed when participating in outdoor activities. In most cases, proper clothing will provide adequate protection against winter's chilly conditions. Phillips Petroleum Co. offers the following cold weather exercise tips to its employees:

1. Nonstop activities require less clothing than stop and go.
2. Layer clothing. Cotton next to skin to absorb moisture, down next to insulate, and wool as the outer layer. If a nylon shell is used outside, it should "breathe" so that moisture is not retained within.
3. The head, hands and feet should be covered. 20% of body heat is lost through the head so this is important.
4. Extreme cold will not "frost the lungs." Cold air picks up moisture and heat before it reaches the lungs. The throat may be a little raw initially but will adjust in a few days.
5. Frostbite is a danger; the warning signs are redness of skin, stinging numbness and lack of feeling or coordination in the fingers and feet. If the skin turns patchy white, attention is required immediately by warming the area with water at about 108 degrees.

Phillips distributes a temperature and humidity chart with "safe", "caution" and "danger" zones indicated. Then each day, temperature, humidity, wind speed and zone are posted in the locker room for employees.

## HAPPY HOLIDAY IDEA

The holiday season is an especially good time to promote both employee and community relations. Here's a great idea from Oneida Silversmiths that you still have time to implement this year:

Open your facilities to college students on break for the holidays. At Oneida, they open the gymnasium, exercise room, bowling alleys, billiards and locker rooms to employees' college students home for vacation.

The facilities are available for use during designated hours (1-5 each afternoon) and a nominal fee is charged. To publicize that the facilities will be open to students, notices are posted on company bulletin boards and at the center.

So think about expanding the use of your facilities at the holidays. It's a simple yet much appreciated way to extend a bit of holiday cheer to employees and their families.

EMPLOYEE SERVICES  
MANAGEMENT: WHAT'S  
IN STORE FOR '86

As you look over the 1986 editorial plan for Employee Services Management, we hope you'll run across a topic that sparks your interest. And if there's an area in which you'd be willing to share your knowledge -- either by writing an article or offering information -- please let us know.

1986 Editorial Calendar

February	<u>Serving Alcohol at Employee Activities -- Should We or Shouldn't We?</u> Why You Should Become a CESRA Sports Equipment/Apparel
March	<u>Preview of the 45th Annual Conference and Exhibit</u> Working with Volunteers Unique Tournament Ideas ABCs of Travel Planning
April	<u>Are We Keeping Our Kids Fit? A Look at Children's Wellness Programs</u> Managing Your Facilities Walking: The Road to Fitness 1986 Exhibitor's Listing and Floorplan
May/June	<u>Programming for the Women in Your Workforce</u> Trends in Fitness Equipment How to Negotiate for Top Results The Many Hats and Skills of the Employee Services Manager
July	<u>How to Gain Management Support for Your Program</u> Employee Services and Recreation for the Small Company The Advantages of Photofinishing Services
August	<u>Developing a Service Awards Program</u> Communicating Effectively Recreation Programming for the Special Needs of Your Workforce
September	<u>Employee Gambling Junkets</u> War Stories from Employee Services Managers Across the Country Turning a Volunteer Position into a Full-Time Job Travel Spotlight: Minneapolis, Site of NESRA's 1987 Conference
October	<u>Great Money-Making Ideas for Your Program</u> Using Logo Items Proving the Benefits of Your Programs: How to Document Tangible Results
November	<u>All in the Family: How to Get the Whole Family Involved in Your Program</u> Publicizing Your Programs State-of-the-Art Company Picnics
December/ January	<u>Leisure Trends: How We'll Be Spending Our Time in the Future</u> Biannual Survey Results Interview with NESRA President Buyer's Guide and Services Directory

In addition, you can still look forward (and contribute) to your favorite ESM departments. Send your ideas to NESRA's new director of communications, Joan Price.

December 1985, Vol. 15, No. 12

### OPPOSING HEALTH PLAN STANDARDS

Employers and unions are united against moves in Congress to set government standards for health plan benefits, reports The Wall Street Journal. Several bills are being considered; although they focus on different areas of coverage, all seek to impose standards on employer-provided health plans.

One bill, the Child Health Incentives Reform Plan, would require corporate health plans to cover a schedule of exams and immunizations for children and teenagers. Another would make home health care for long-term illnesses mandatory. A third bill would require employers to continue health benefits for those facing loss of coverage, such as the jobless, widows and divorcees.

Employers and unions are organizing to fight such legislation because they believe it would interfere with the benefit packages they already have in place.

### PARENTAL AND DISABILITY LEAVE ACT

Four House Subcommittees recently held a joint hearing on the Parental and Disability Leave Act. The mandatory policy would guarantee an employee's right to return to work without change in position or benefits after being absent because of a temporary disability or the birth, adoption or serious illness of a child. Under this legislation, employers would be required to provide the following:

- 26 weeks of leave for non-occupational, short term disability with reinstatement to same position upon return
- 18 weeks of leave for any employee remaining at home with a newborn, newly adopted or seriously ill child with reinstatement to same position
- Reduced work schedule for employees wishing to work and be at home with a child for up to 39 consecutive weeks of parental leave
- Continued health insurance and pre-leave benefits status through the leave period

Source: Congressional Action, U.S. Chamber of Commerce, 1615 H Street, N.W., Washington. D.C. 20062.

## HOLIDAY PARTY REPORT

Many firms, especially those experiencing losses this year, have decided not to hold company parties this holiday season, according to The Wall Street Journal. Advanced Micro Devices Inc., for instance, held a \$700,000 party last year featuring the band Chicago. This year no party was planned. Ditto for Seeq Technology which paid Ray Charles \$27,000 to play for its holiday bash last year. Other companies, such as Computerland Corp., plan low-key parties in place of high-priced extravaganzas.

There are some businesses, however, that are definitely not holding back. Burger King rented Miami's Hialeah Race Track for its holiday festivities and Penthouse magazine is sending its employees on a half day cruise around Manhattan.

As for the most unusual entertainment at a corporate party, this year's award would have to go to Nike, Inc. Featured: a psychic business consultant who performs readings for employees.

## SCORECARD CHARTS SUGAR CONTENT

According to the USDA, the processed foods we eat provide us with 125 lbs. of sugar each year, reports American Health. If promoting nutrition is a part of your wellness program, you may be interested in the "Sugar Scorecard," a wall chart that lists the sugar content for 250 foods.

To order: send \$3.50 (\$7.00 laminated) to the Center for Science in the Public Interest, 1501 16th Street, N.W., Washington, D.C. 20036.

## UPDATE ON 401(k) LEGISLATION

As the tax reform bill took shape in the House Ways and Means Committee, the future of the 401(k) retirement plan was a topic of discussion. Noteworthy aspects of the Committee's proposal include:

- The Committee rejected the Administration's proposal to eliminate the 401(k). It did, however, set a \$7,000 per year limit on contributions.
- A link between IRAs and 401(k)s has also been created in the bill. As proposed, the amount contributed to a 401(k) plan would reduce the allowable IRA contribution (from the \$2,000 maximum) by an equal amount.
- For the first time, the House recognized that non-profit organizations should and do qualify for 401(k) plans and recommended that they be "grandfathered" under the proposal.



**National Employee Services and Recreation Association**

2400 South Downing Avenue □ Westchester □ Illinois 60153 □ (312) 562-8130

Dear NESRA Member:

Each year NESRA honors outstanding program efforts in the field of employee services and recreation. This is an invitation for you to enter the 1986 NESRA National Awards Program.

There are many award categories to enter. The Eastwood Award honors the most outstanding overall program by company size. The Certificate of Excellence recognizes individual activities.

In addition, separate Promotional Award categories honor brochures, posters, handbooks, A/V presentations, etc. The Promotional Award categories will be for companies that have less than full time staff or volunteers running their programs.

Don't miss this opportunity to receive the recognition that you and your programs deserve. If you are interested, please fill out the request form below and return it to NESRA Headquarters in order to receive the complete awards program booklet which will be mailed to you the first week of January. The deadline for entry is March 7, 1986. We look forward to hearing from you.

Sincerely,

*Bob Crunstedt*

Bob Crunstedt  
Vice President Member Services  
Chairman, Awards Committee

BC/bjw

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Complete and return to:

NESRA Headquarters  
2400 S. Downing Avenue  
Westchester, IL 60153

Please forward a 1986 NESRA Awards Program Brochure to:

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_





National Employees Services and Recreation Association

2400 South Downing Avenue □ Westchester □ Illinois 60153 □ (312) 562-8130

Leroy Hollins, CESRA  
President

Dear Fellow NESRA Member:

This will be my last formal opportunity to communicate with you in my capacity as President of NESRA.

This year has passed by much too rapidly - with a pace that seems all the greater for the enormity of tasks that have been accomplished, and with tasks yet to be completed. Certainly, one of the highlights in my opinion has been the phenomenal growth of the organization with the development of Chapters.

We are not a "Fun and Games" outfit anymore. We are the chief motivating force for the mental and physical well being for the employees of our respective companies.

Looking to the future, we will continue to face many new and exciting challenges, and I know that you will give Ron Jones, our next President, the same extraordinary support that I have enjoyed.

I truly believe there is no finer group of people anywhere than the men and women who make NESRA. All of you are special to me.

Please accept my sincere thanks and my wish for continued success of NESRA.

Sincerely,

  
Leroy Hollins

## ≡ SPEAKER RESOURCES

Searching for an economical program idea? Consider sponsoring an educational talk, lecture or workshop. The most obvious way is to tap your own company resources for speakers and informative topics. Each company's resources are unique; take advantage of your employees' individual strengths. For instance, banks could have an employee speak on personal finance or investing; a computer firm employee could give a talk on how to buy a home computer for the family or children; or a hospital could arrange a seminar on healthy eating habits.

It not only makes for a simple, low-cost educational opportunity, but encourages employees, perhaps across disciplines or departments, to get to know each other.

Additional sources of interesting program ideas and speakers are community agencies, institutions, universities and associations. Often times these groups offer a speakers bureau or have developed workshops on a certain topic area. For the most part, community resources will be free of charge or very economical.

We've noticed several NESRA members taking advantage of resources in their communities. For instance:

- Jet Propulsion Laboratory recently sponsored "A Viewer's Guide to Halley's Comet," a lecture given by a speaker from Caltech's Engineering Department.
- Martin Marietta - Denver Aerospace held a "Crime Awareness Seminar" given by Citizens Against Crime. Martin Marietta also arranged for the Denver Management Association to conduct a listening workshop titled "Listening to What Is Not Said."

Whether you tap the talents of your company's employees or the resources your community offers, arranging a speaker can prove to be an enlightening program that's easy on the budget.

## GUIDE TO THE SUNSHINE STATE

With winter upon us, Florida will again be a "hot spot" for vacationers. For those who will be traveling along interstates 95, 75 or 4, it may be worth sending for a new Florida Exit Information Guide. The guide contains helpful maps of every segment of these highways, a mileage chart and coupons offering discounts (averaging 10%) on food, camping, motels and shops. The guides are available FREE at restaurants and motels along the interstate, or you can send for a copy before you leave home.

To order: mail \$1 to Exit Information Guide Inc., 618 S. Main St., Gainesville, Florida 32601.

1986 NESRA  
REGIONAL DIRECTORS

Recently elected to the NESRA Board of Directors are the following Regional Directors:

- Region I.....Kathy Carney  
Honeywell Information Systems  
200 Smith Street, M/S 460, Waltham, MA 02154  
617/895-3228
- Region II.....Jim Alexander  
McNeil Pharmaceutical  
Springhouse, PA 19477  
215/628-5760
- Region III....To be announced
- Region IV.....Ann Foster  
Duke Power Company  
P.O. Box 33189, Charlotte, NC 28242  
704/373-2851
- Region V.....Dick Wilsman  
Johnson Wax  
1525 Howe St., Racine, WI 53403  
414/631-3901
- John Neihaus  
Sperry Corporation  
Sperry Park, P.O. Box 64525, St. Paul, MN 55164  
612/456-2842
- Region VI.....Tamra Torres  
Texins Association  
13131 Floyd Rd., Dallas, TX 75243  
214/995-3777
- Region VII....Bob Pindroh  
Lockheed Employee Recreation Club  
1520 Lakeside Dr., Oakland, CA 91504  
213/847-5035

CHAPTER EXCHANGE:  
OFFERING A TRAVEL  
PROGRAM

For the second consecutive year, the Michigan Employee Services and Recreation Association has developed a travel program which is offered to all employees of MESRA member companies. Using the travel agents who are members, this program offers unique opportunities in national and international travel. MESRA prepares the program brochure and each member company is responsible for in-house publicity. This year 136 employees from 18 companies took advantage of the program and, according to Renee Feldmeier, Travel Program Chairperson, participation is expected to at least double, mostly due to early publicity. For more information on starting a travel program within your chapter, contact Renee at the National Bank of Detroit, 313/225-3938.